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**The Salinas Californian
1977 Rodeo
and Progress Edition**

Newcomers and oldtimers

People love it in North County

By BETTY F. DOTY
Californian Staff Writer

Drive through the oak and eucalyptus-studded hills and valleys or along the sloughs of North Monterey County and it looks as if animals outnumber people 10 to one.

Four numbered-highways dissect the area between Salinas and the Santa Cruz County line. And off them are dozens of narrower roads with even narrower, and often bumpy backroads and lanes angling from them.

Most have picturesque names and scenery to match. There's Hidden Valley, Live Oak, Strawberry Canyon, Crazy Horse, Echo Valley, Elkhorn, Cornob and Paradise canyons.

Every family seems to own a horse or two. The rustic, rural area abounds with peacocks, gaggles of geese, flocks of chickens and ducks who scratch contentedly among the trees of small family orchards — and even on front lawns. Goats, sheep, pigs and fat cattle seem oblivious to passersby on the twisty roads that meander between towns, small acreages and scattered housing developments.

Like the 200 miles of roads, which are in sharp contrast from the highways, there are vivid contrasts in housing and lifestyles among the 24,000 residents of the sprawling North County area.

But whether they live in a

rickety mobile home with junked cars and old bathtubs littering the yard, or in one of the \$85,000 split-levels surrounded by manicured gardens, most North County people seem to feel a man's or woman's home is more of a castle there than in the urban regions of the county. And they love it.

Why? The most repeated answers to question by some 30

...I knew it was right for us the moment we saw it. And we've been thrilled with the area ever since...

families interviewed throughout the area included:

"It's got breathing space." "North County's a great place to bring up kids." "We can have all the animals we want." And, "People care more about each other out here...we've got wonderful neighbors."

Living in North County has its drawbacks. Bus service is limited and most people drive to Salinas for regular shopping.

Problems caused by rapid growth, recently-imposed building and mobile home restrictions, new zoning regulations and de facto segregation in five neighborhood schools have many people discontented.

So Eden, it's not. Still, North

County is beloved by its residents.

Found Elkhorn

"I didn't even know where the Elkhorn district was when we went house hunting," says Mrs. David (Karen) King. "But I knew it was right for us the moment we saw it. And we've been thrilled with the area ever since we moved here six years ago."

Karen grew up on the Monterey Peninsula and her husband is from Long Beach. Both of them were teaching in San Jose, when she became pregnant with their first child. "We decided then that we didn't want to raise our family in Smogville, USA," she says. "We wanted a large house with some land around it. We're not anti-social, we're musicians," she explains. "My husband's trombone is loud and my flute is high. And we'd had it with apartments where the neighbors complained if we practiced. This is perfect. We have an acre of land with lots of oaks and eucalyptus trees. But in the years we've been here, the neighborhood has been built up so fast, ours is about the only wooded area left."

The Kings have put an Atlas full of miles on the family cars since they moved here.

A music teacher, Karen works part time at Hartnell, Monterey Peninsula College and Santa Catalina School for Girls. Her husband still commutes to San

NORTH

see page C4



Oaks and meadows make Royal Oaks Park popular in North County.

(Californian photo)

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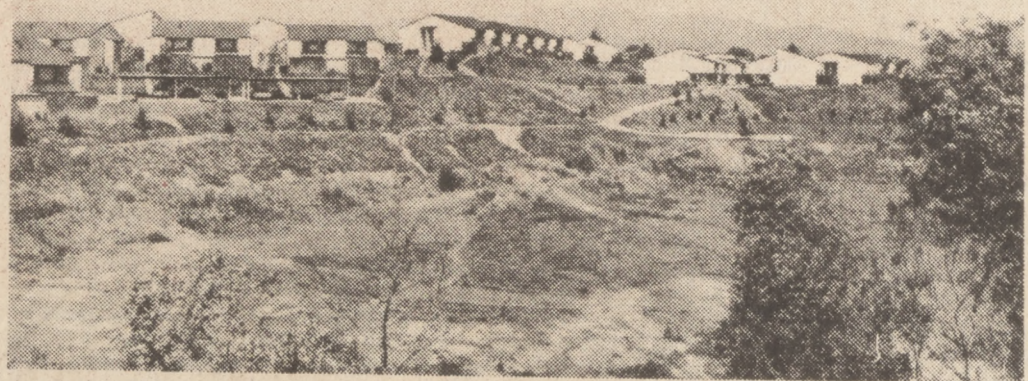


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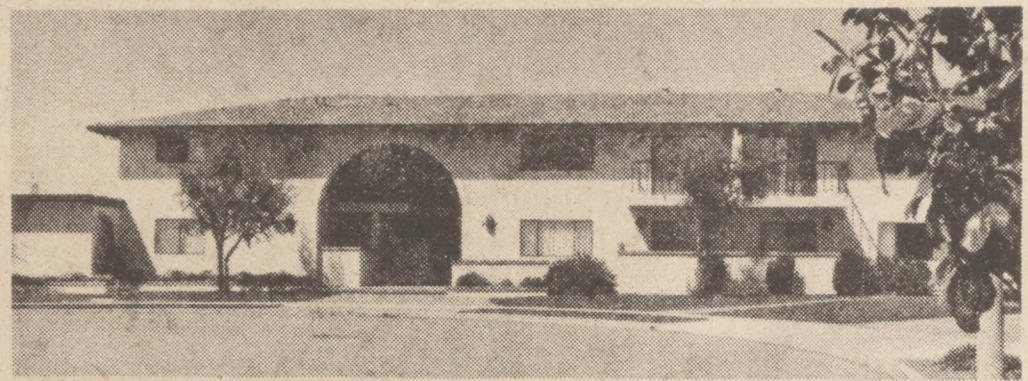
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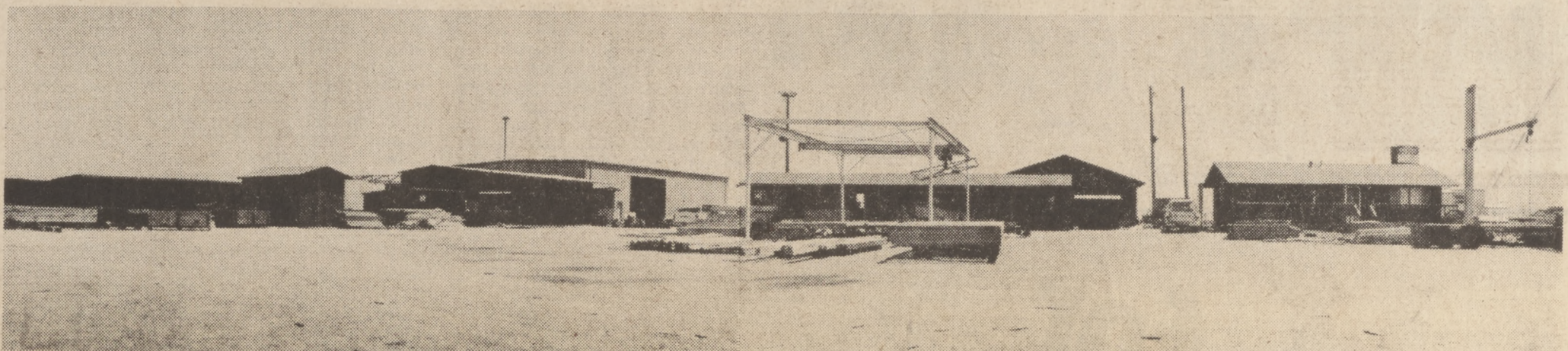
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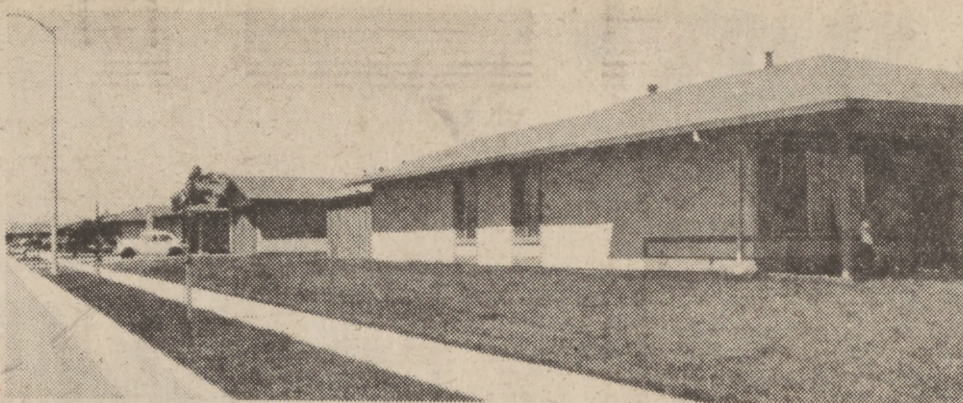
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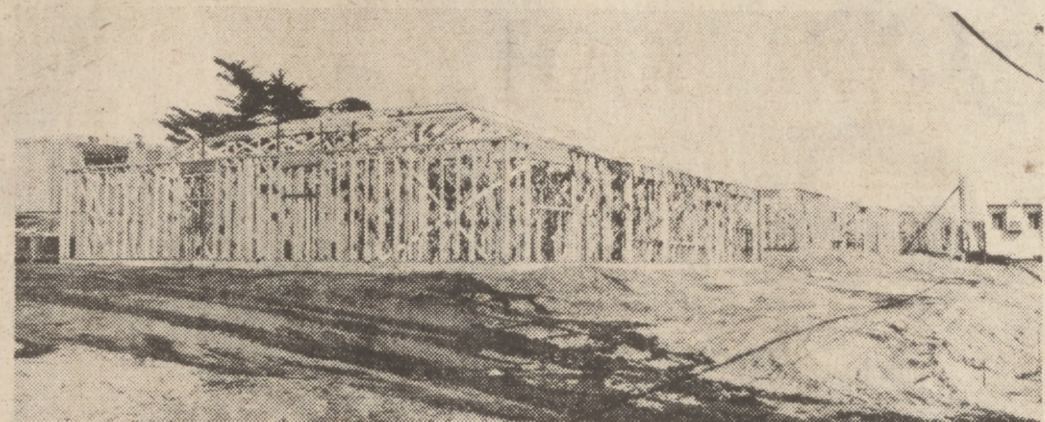


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North County's rural attraction is strong

(Continued from page C2)

Jose to teach each day. He's also a part-time tennis instructor at Hartnell. "So we spend an awful lot of time on the road," Karen says.

The Kings have two children now, five year old Scott and Philip, who is two. And Karen is enthusiastic about the North County Cooperative Nursery School, instituted last year under the direction of the Salinas Union High School Adult Education program.

"It's just a fantastic school," she says. "All of us (mothers) can work as much as we like at the school, and we have a lot of input into the program."

"Working just half-days, I have

plenty of time off to be with the children and enjoy our home," Karen says. "And living here, the kids have plenty of area to play. They can ride their wheel toys or

'...we feel the advantages of living in this area far outweigh the disadvantages.'

play ball and I don't have to worry about them getting into the street. We have wonderful neighbors and the children visit back and forth a lot, so they're never bored. For us, the advantages of living in this area far outweigh the disadvantages. We don't even

mind the commuting, because we know we have someplace nice to come back to...our own little refuge," she says.

Concerned

Jack and Sandy Ames love North County, too. But they're afraid its development is too rapid and unplanned and the area will soon lose some of its charm.

"We came here because we wanted to get away from people. But now we're afraid the area is growing in an uncontrolled and unplanned manner," says Sandy. "We feel if the area is to grow in a positive way, there has to be a better general plan and it has to be followed."

The Ames lived in Los Angeles prior to moving to Monterey

County four years ago, when he was transferred to the Monterey office of the California Fish and Game Dept. Before buying their home in Walker Valley, they checked housing all over the county, she says.

"We wanted a place in a rural area where we could have our own garden and lots of animals. And we found it here. Our house is rather small, but we have five acres for our son Brian, 4, to play on. And even though we have close neighbors, we enjoy a feeling of isolation. I shop mostly in Salinas, but I try to make only one trip a week, so that doesn't bother me. And even though it's a long commuting distance for Jack, we feel it's worth it."

Crecencio Padilla moved his family to Prunedale. "Because I think it's a better place to raise my kids," he says. "I didn't want them out in the streets in town."

Padilla, who works for the Monterey County Public Defender's Office, also is involved in growing 40 acres of strawberries as a cooperative venture with several brothers and other family members.

"I like everything about this area," he says. "We have a garden and when the kids were

'We like the area and found we could buy a quality home here for \$10,000 less than its equivalent would be on the peninsula.'

younger, we had a horse for them to ride. We live in a double mobile home and have five acres of land. There are 1,460 square feet of space in our mobile home, which is larger and just as well built as conventional homes. I just made it before all the county restrictions were placed on mobile homes.

"I really think the restrictions are too stringent, because the cost of conventional housing has put it out of the price range of so many people today. Building restrictions out here are really making it impossible for low income families to have decent shelter over their heads," Padilla adds.



King children, Scott and Philip, collect eggs.

(Californian photos)



Crecencio Padilla and daughter, Marta, at their Prunedale home.

"I grew up in the Castroville area, so North County is my home and except for the wind, I love it," says Mrs. Michael (Carolyn) Pearce of Oak Hills. "We really like the people out here. They get involved...nobody just sits back and complains and does nothing."

"With three children I'm really concerned about the schools problems. And we're concerned about the coastal commission rulings about North County. In fact, we think they're doing a lousy job for people out here," she says. "It looks as if those with money in their pockets are going to get what they want, and those without, won't."

The James Taylor family moved to Oak Hills from Mon-

terey almost nine years ago. "We like the area and found we could buy a quality home here for \$10,000 less than its equivalent would be on the peninsula," Mrs. Taylor says. "Since that time, though, we've probably burned up that \$10,000 savings in gasoline getting back and forth."

Taylor is a professor at the Naval Post Graduate School and commutes to Monterey every day. Next fall, Mrs. Taylor says she'll also be driving to the peninsula twice every day because they're enrolling their two older children in private schools there. "We like living in this rural area," she says. "But we're taking the older children out of the local school because COMMUTE see page C5

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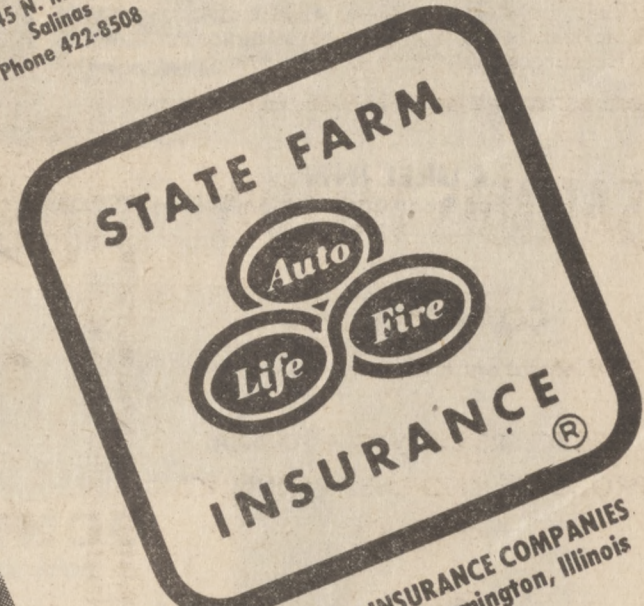
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Commute doesn't bother them

(Continued from page C4)

we're quite upset about the situation here. I don't think the emphasis in public schools in California is really conducive to getting young people off to a good start in life.

"I'm a mother advisor for Rainbow Girls in Salinas. And it frightens me to see that few of them have real goals in life. I'm satisfied with our schools up through the third grade. But right now I don't feel I can afford to waste even one year of my children's minds. And the present school situation here could become bedlam with the changes they say are necessary because of the ethnic imbalance."

Close neighbors

Mrs. Taylor says they don't want to move from the North County area "because it's very much like the closely-knit, smallish communities we grew up in, where family life was very important."

The Willard Dames family built its large four bedroom home on Wilson Way, off San Miguel Canyon, about nine years ago.

"I was a city girl," laughed Ida. "When my husband moved me out here from Salinas, I thought he'd brought me to the ends of the earth. But it didn't take long to convince me that North County is perfect for our way of living. We're totally involved in 4-H Club. We have 2½ acres and that gives the kids space for all kinds of livestock projects and brings them closer to nature."

"Being so far from town, there's a real closeness grows up between neighbors out here," she says. "We share things and everyone watches out for each

other. Of course, there are some problems. Since we live in the country, people have a tendency to let animals run free and we've had some problems with dogs killing cats. And our road must look friendly, because it seems everyone in the county with a batch of puppies or kittens to dump, dumps them here."

"Another problem is that so many parents work in town. They

'Being so far from town, there's a real closeness grows up between neighbors out here.'

don't keep tabs on the whereabouts of their youngsters. Kids skip school. Then they really have no place to go, so they just hang around the little stores and gather on corners. I noticed this in town, but I seem to see it even more out here," she says. "I really think many parents are missing out on a wonderful part of life by not getting involved with children. Not only their own, but other people's. And North County is such a great place to do it!" she says. "Really, for me and my family, living here is the greatest thing in the world next to vitamins!"

Like others

Six cute baby goats were frolicking with 16-year-old Antionette Lambert in the driveway of her Valle Pacifica when her mother explained what brought the family to North County.

Typical of many others in the area, they moved from San Jose six years ago. "Because the city is just too confining...and too wild," says Mrs. Leonide

Lambert. "We've always loved the country. And we already had a horse, which we were boarding out before we moved here."

The horse was grazing contentedly out back near the pens where the mama goats were straining to keep an eye on the kids. Antionette was bottle feeding in the drive. Part of her 4-H Club projects, the little goats will be entered in the county fair this summer.

With 6½ acres, the Lamberts have plenty of room for animals, kids, a garden and a small family orchard.

A flock of chickens and ducks, undisturbed by the family dogs and cats, clucked and quacked together as they searched the lawn for stray bugs.

"We love it here," says Mrs. Lambert. "We feel it's freer and a much more creative way to live for all of us." Two of their children have outgrown 4-H now, she said. "But the three younger ones are still very much involved in activities of the Moro Cojo club."

A micro processor, Lambert commuted to Hunter Liggett the

'...since we moved to North County...it turned me into a taxi service for the kids.'

first year they lived in North County. Now he works in Monterey, so he still has a long drive twice a day. "But we'd still rather be here than anywhere else," says Mrs. Lambert. "The children love it and so do we."

Commuting

"The only problem I have since



Oak Hills subdivision offers its residents that country feeling.

(Californian photos)

we moved to North County, is that it turned me into a taxi service for the kids," says Mrs. Everett (Rita) Messick. "It seems every place the kids have to go, they need to be driven. They've started a bus service, with a stop about a mile away. But service ends at 6 p.m., so it

doesn't help with evening meetings and school functions. But even so, living out here is worth it to us."

"We moved here after living in Seaside for 14 years because we wanted more open space. We've got two acres, so the kids have ducks and both Dan, 14, and

Diane, 13, are raising pigs as 4-H projects they'll show at the county fair this year," Mrs. Messick adds.

"I shop mostly in Salinas, but I go to Monterey a lot too, since my husband works for the Monterey Herald. But it's really not that far

see page C6



Homes nestle in N. County hillsides.

Elkhorn is largest

Elkhorn Slough is the largest relatively undisturbed salt marsh on the West Coast of the United States. Historically, the slough was a freshwater lagoon, before the Salinas River changed course in 1908. Thereafter, influenced by tidal waters, it became an estuary.

The slough is the habitat of more than 90 species of water birds, 70 species of fish, 28 species of clams, five of oysters; eight kinds of shrimp, 23 crabs, and five different kinds of barnacles.

It is an important link in the coastal flyway for migratory water fowl and an important recreation area for Salinas Valley hunters, fishermen and naturalists.

The slough consists of about 2,500 acres of submerged marine bottom tide flats and salt marshes.

Elkhorn Slough probably received its name from the fact that early settlers found large numbers of tule elk antlers in the vicinity. (Browning, et al., Natural Resources of Elkhorn Slough, 1972.)

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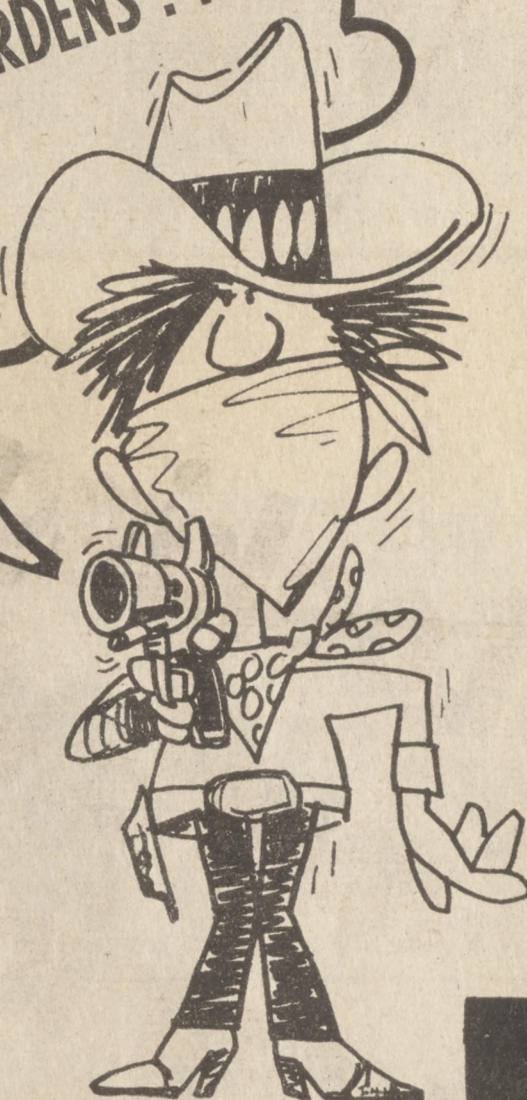
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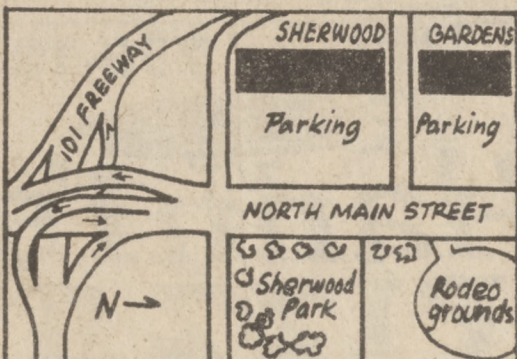
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Antionette Lambert feeds baby goats.

Breathing space rates high in N. County

(Continued from page C5)

to have to travel," she says. "We feel we have all the conveniences of living in the country, without giving up many of the conveniences of living in the city."

The Messicks share water from a community well with eight of their neighbors. "And that's turned out to be an extra added bonus we hadn't anticipated," she says. "Maybe it's because we all have more in common, sharing the well, but there's a real closeness between all of us. The meetings we have to discuss the water problems have turned out to be little social evenings we all look forward to and really enjoy."

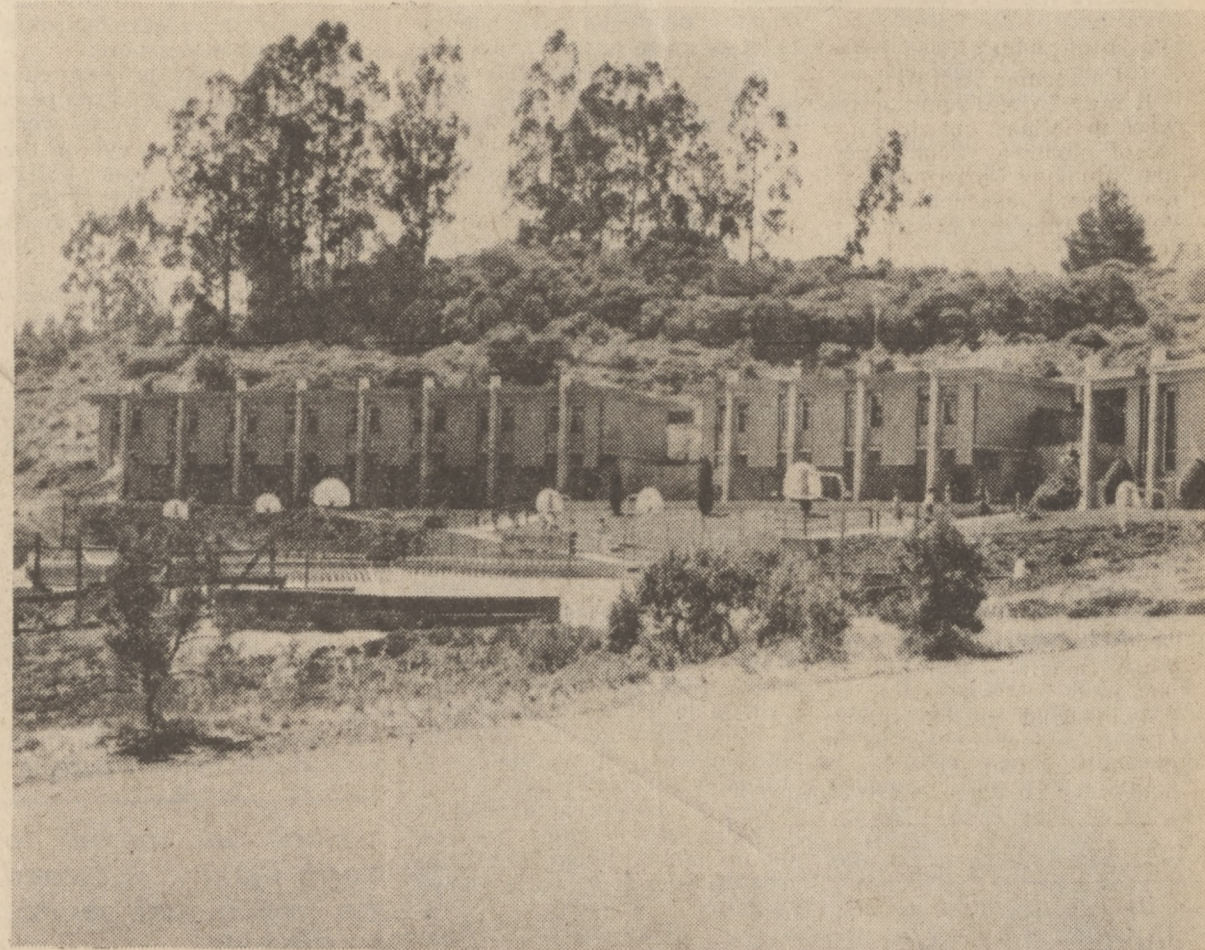
Likes schools

Salinas fireman Michael Mooney moved his family to Echo Valley "because we liked

...it's more expensive to live out here. Heating with butane costs a lot and we spend a lot on gas for shopping, as well as what my husband uses commuting to work."

the school district and because we saved money buying our house here, instead of in town," says Mrs. Mooney.

"We really like the area and I like not having to worry about busy streets when Heather (their four-year-old daughter) goes out to play. But it's more expensive living out here. Heating with butane costs a lot and we spend a lot on gas for shopping, as well as



Echo Valley School is set in the area's rustic surroundings.

(Californian photos)

what my husband uses commuting to work," Mrs. Mooney explains.

"For me, moving to North County was like coming home again," says Mrs. Edward (Allene) Holzwart. "I lived here in my teens." The Holzwarts owned a home on Adams Street in Salinas for many years before buying acreage in Vierra Canyon and building their new home.

"We needed open space," she says. "Both our son and daughter rode, so we wanted a place for horses, with room for them to practice."

The Holzwarts did most of the work on the rambling 3,100 square foot home, which they share with their daughter Jan, her husband Jerry Waller and the couple's two children. Besides horses, they have chickens, peacocks, geese, dogs and cats on their 6½ acre place, which Allene says, "has a beautiful view of Fremont Peak, lots of oak trees and lots of birds. We have our own well and septic tank and so far we haven't discovered any drawbacks to living this far out. The climate is a lot better than it is in Salinas, even though it's only a 15 minute drive from town."

"Really, if you like the country," she says, "this is the place to be!"

Need police

Granville Perkins, manager of Artichoke Industries in Castroville, lives on Bayview Road, north of Oak Hills between Elkhorn and Paradise Canyon.

"We've lived in North County for the past 19 years, because we think it's a pretty nice place to live," he says. "In terms of greenery and open space, it's comparable to the great Northwest, where we came from originally and we really like it. Of

course, being a county community, the services do not equal those in urban areas. I'd like to see a good deal more police protection than we have. I think the people out here are deserving of more and it's something that is really needed. But that's the price we pay for open space and nice clean air."

"I just can't think of a better place to bring up a couple of boys, than here," says Mrs. George (Sandy) Gibson. The Gibsons lived in downtown Salinas before building their home on Hamby Lane three years ago.

"We have 6½ acres here and

'I'd like to see a good deal more police protection than we have.'

we love being far away from the noise and street congestion. We have chickens and cows, dogs, cats and rabbits. That gives Darren, five, and Jed, who is three, lots of things to do. They bring in the wood, gather eggs, feed the chickens — all kinds of things that are fun, but also teach them about responsibilities."

General contractor Ed Carry built his family's split level home on ¼ acre of heavily wooded land in Berta Canyon. "We moved in 16 years ago, the year after we were married," says his wife Sharon. "And we've loved it out here from the first day. Our children have animal projects for 4-H Club. They're active in many school and church activities, and that means transporting them everywhere. But we feel the advantages of living in this area far outweigh the disadvantages."

'Unfair zoning'

"However, we feel the zoning

regulations imposed on us in this area have been unfair," she says. "One acre is adequate for a home site. But now it's been set up for from 2½ to five acre minimums in many areas. With the inflated land and building costs, that makes it almost impossible to build or buy in North County for less than \$70,000. And that will exclude most young people from this area."

"Another thing I object to is that unless you have pastureland, most people can't possibly maintain that size land parcel. It's hard for me to keep up just ¼ acre and make it look decent."

Mr. and Mrs. Augustine Russo agree on the matter of property upkeep, although they have nothing but good to say about North County. "We've lived out here for 40 years," says Mrs. Russo. "This road is named after my husband... he was the first man to raise strawberries here in the Elkhorn District. We had 25 acres here when we bought this place. But as our kids grew up, we sold off all but one acre to help put them through college. And now an acre is too much work for a grandpa and grandma like us to keep up," she laughed.

"We lived in Salinas before we came out here. This is where we raised our family. My husband was a school trustee for 15 years, first for the old two-room eight-grade school down on Dolan Road, and later for the Castroville School. He was on the cemetery board for many years and then took charge of the Castroville Cemetery District for 15 years or so. Now he's retired and we're enjoying life here together. We raised our family here in North County. And there isn't a place in the world we'd rather have done it, or any place we'd rather live today."



N. County residents for 40 years, Mr. and Mrs. Augustine Russo.



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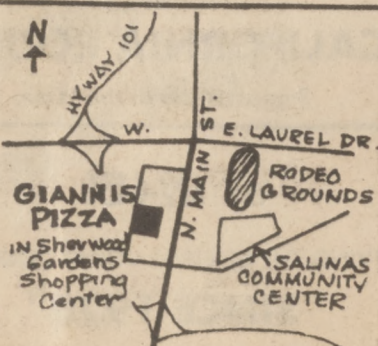
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These growers think of Christmas all year long

By BETTY FARRELL DOTY
Californian Staff Writer

It may be mid-summer rodeo week in Salinas, but right now a lot of Monterey County people are "thinking Christmas." They do it every season of the year, because they're Christmas tree farmers.

Most of the dozen-plus tree farms on 54 acres scattered over the county were planted in the last 15 years. But one North County grower has been in the Christmas tree business for almost half a century.

"Our first trees were planted in 1929 as a part of a government project by the CCC (Civil Conservation Corps) boys," says Mrs. Alice Crouch. She refers to her acreage as a "Christmas tree plantation," instead of a farm.

It started 48 years ago when the "conservation corps set out 500 young Douglas and white firs on our land," Mrs. Crouch says. "My husband (the late Nathaniel Crouch) lovingly cultivated them for the first two years and that got them off to a good start. Ours

'I'm 78 years old now, but I still take care of them. I prune and shape them, spray to get rid of the poison oak that creeps in and the mites.'

was one of several fir tree plantations started in North County and around Santa Cruz at that time. But the other people didn't give the seedlings any real care and all of them just died off.

"My husband was born on this farm . . . we had 50 acres back then and raised hay, eucalyptus trees and berries. Well, the fir trees grew for us. After five or six years they were getting up about five feet high, so we asked the farm adviser what we could do with them. And he said, 'Anything you want.' So that's when we really went into the Christmas tree business," Mrs. Crouch says.

It was Fun

"I got to thinking and I remembered back in my childhood, when my family used to go up in the mountains around Aromas and cut our own tree. How much fun it was and how important it was to our Christmas celebration, all going together, picking exactly the right tree out, cutting it and bringing it home to decorate. I figured lots of other people would like to do that too, if they had a place to go. So we ran a little advertisement in the paper, 'Cut your own Christmas tree for \$1.50.' And the people just flocked out to do it," she smiled.

Mrs. Crouch says the state forestry department was also promoting the tree farm project in the early '30s. "They used to come out and give people different trees to try. They gave us



Alice Crouch has been in tree business nearly 50 years.

(Californian photo)

some Monterey pine, Norway spruce and red firs. But the pines grew too fast for us," she says. "If people didn't take them the year they were ready, they just got too big to be salable. So we pulled them out and planted more white fir. That's always been our biggest selling tree."

"They're very symmetrical. By nature, they just look like Christmas trees, so they don't take so much pruning and shaping. But most people don't like to grow them, because it takes such a long time to make a crop—from eight to 10 years."

A mother and a school teacher, Mrs. Crouch always managed to find time to help her husband with the trees. And after he died and she retired from teaching, she took over the job herself.

Still at It

"I'm 78 years old now, but I

still take care of them," she says with pride. "I prune and shape them, spray to get rid of the poison oak that creeps in and the mites. Most growers hereabouts use airplanes to do the dusting. But I have 4,000 trees in patches over 10 acres of sidehills. The area is too steep and dangerous for cropdusters."

Isn't the work getting to be a little too much for an almost-octogenarian? "Not at all," says Mrs. Crouch. "When I escape up on one of my hills on a beautiful day, I could ask for nothing better. I only work two or three hours at a time, until I get tired. And if I should need him, I know I only have to say, 'help, help' and my son will be out to give me a hand."

Mrs. Crouch doesn't feel she's so remarkable. "Why I know a woman who's already in her 70s, who comes out every year to cut her own eucalyptus stove wood on my place," she laughed. "I guess you could say we're both real women's libbers. But I always told my husband, 'I'm

But even if they didn't, I'd probably still grow them. Because I always enjoy being around young people. And young people flock to Christmas trees, like bees do to honey."

Most growers agree that Christmas tree farming takes a lot of work for what they get out

Most growers agree that Christmas tree farming takes a lot of work for what they get out of it. And none . . . depend on their tree crop for their total income.

of it. And none of the growers in this county depend on their tree crop for their total income.

Although the number of trees harvested the last five Decembers in this county has stayed about the same (just under 10,000), the value of the crop has more than doubled. Average price per tree last Christmas was \$7.45. In 1971 trees averaged \$3.45 each for a total sale of \$30,200. Last year the gross was \$70,600. That was a tiny portion of the \$417,357,400 earned by all county agriculture. But Christmas tree farming is still a part of the total agricultural picture in the Valley.

"But if you make the price of your labor, you're darn lucky," says tree farmer and former county supervisor Warren Church. About one of every five trees harvested in this county last year were cut on his North County ranch. One of the longest-term growers in the area, Church made his first plantings in 1959. He grows Monterey pines, "because you get a crop in three years," and some Douglas fir which take five years to reach first-cutting size.

"This is not really a profitable business, unless you already own the land," he says. "You couldn't buy and hope to make anything on your investment, only on your labor."

PART

see page C8



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Part of Christmas grows here

(Continued from page C7)

"I plant closer than most growers, about 2,400 trees to the acre," Church says. "We begin marketing the pines the third year and continue through the 10th season. Then, anything left is pulled out and replanted. It's the same for the firs, but we cut later and get only five seasons."

Lightly Watered

Church says he gets about \$1 more for the firs. "But they're a lot less work. I only have to shear (shape) them about twice a year. And they aren't susceptible to cottony aphid, spider mites and spittle bugs, the way pines are."

"Until the drought hit last year," Church says he'd never irrigated his trees except in the

'It takes a lot of time to water and it increases the weed problem. So normally, I just run through occasionally to fight out the brush and depend on Mother Nature for the water.'

seedling stage. "Most other growers do, because it makes the trees grow faster. But I figure it costs in other ways. It takes a lot of time to water and it increases the weed problem. So normally, I just run through occasionally to fight out the brush and depend on Mother Nature for the water."

"For me, growing Christmas trees is a fascinating and profitable hobby," says Al Payne, owner of the Alpine tree farm in Berta Canyon.

A certified public accountant with an office in Salinas, Payne moved his family to North County in 1968. "We have 4½ acres. I wanted to do something with it to make a profit and I was just fascinated by trees. Planting Christmas trees just seemed like a good way of turning a few dollars by doing something that was fun," he says.

Payne planted his first 5,000 Monterey pines and Douglas firs three years ago. Last Christmas they had their first harvest.

"This has turned out to be a lot more work than I'd anticipated. I figure I average one full day a week on the trees," he says.

"We cut 400 trees last Christmas and took in about \$2,000. But this year we expect between 800 and 1,000 trees will be ready for cutting. My wife and little girl were involved in the sales. And they also made a little money selling cookies and handmade Christmas ornaments."

"The cutting season just before Christmas is really fun," Payne says. "Mostly family groups come out and want to cut their own trees. People are always looking for that 'perfect' tree and usually they can't agree on which one it is. There are a lot of arguments because the more they look the more confused they get. But everybody usually goes home happy anyway."

"A lot of people think you can get into this business easy," says Payne. "They have the idea you just stick the seedlings in the ground, stand back and wait and then reap the benefits at Christmastime. But that's not true," he smiled. "I'd advise

anyone thinking about tree farming to be prepared for a lot of hard work, 12 months of the year."

Love Trees

Pine Canyon tree farmer Armin Nubert agrees. "It's a good paying crop once it comes into harvest," he says. "But you have to really love trees and be willing to put in a lot of time on the weeds, pests, shaping and irrigating year round for several years, to make that first cutting."

A forestry major in college, Nubert later became an electrician and has been with Salinas Electric Co. for 31 years. But in 1963, he decided to try a few trees on his five acres, which adjoins his mother's 300 acre ranch.

"People bought them and he's been expanding ever since," says Mrs. Nubert. They now have 10 acres planted to trees, some grown in a family partnership on the adjoining ranch.

"We cut 900 trees last year and they averaged six and seven feet," Mrs. Nubert says. "We've sold out every year. But if we had enough trees to let some grow bigger, we could really sell a lot of big ones. Businesses, churches and people with open beam ceilings want really big trees. We wish we could double our operation."

"People are so nice around Christmas... it's a warm and friendly time of year," Mrs. Nubert says. "I keep candy canes for the kids and now sell all the ornaments I can make, plus a line of unusual decorations I buy on consignment from other craftsmen in the area. So what started out of Armin's love



Al Payne and his dog take a break from tending to trees. (Californian photos)

of trees turned into a hobby for both of us and grew into a profitable side business."

Gall — a growth on Monterey pines, which blooms and then infects a whole stand, took 25 percent of the trees at Quentel Evergreen Farm in Carmel Valley a year ago. "It was a real loss and we'll be feeling it for the next four years," says Mrs. Quentel. "There's no known preventative for gall... trees that might be infected just have to be taken out and destroyed to prevent spread of the disease."

Gall was one of the surprises she and her husband Harold encountered when they decided to grow Christmas trees, she says. "The other was spider mites. We didn't think they'd attack pines."

From Scratch

The Quentels really started from scratch, sprouting seeds they harvested from pine cones they gathered. "But now we're getting our seedlings from a commercial outlet," she says. "They're grown in Australia and certified to be disease resistant."

"This is really a family operation," Mrs. Quentel says.

"Our daughter and her husband (Mr. and Mrs. Rod Nelson of Salinas) help a lot with the cultivation and sales. So do our grandsons, Larry, David and

'People are always looking for that perfect tree and usually they can't agree on which one it is. There are a lot of arguments because the more they look the more confused they get.'

Danny, when they have time left from their paper routes."

"I get a big kick out of working with my Christmas trees," says Lyman Fowler, owner of Green Needles Christmas Tree Farm on Pine Canyon Road. "It gives me lots of time to think about all the problems of the world... like the drought. With the water shortage the last two years, I've cut irrigation to half of what I usually give the older trees."

Fowler planted his first trees seven years ago. "That was before I retired. I sort of got interested in trees while I was dean of vocational education at Hartnell College."

"The first year I put in 500 trees — all Monterey pines, because they turn over twice in the time it takes for other varieties. Every year since then I've put in 1,000 new trees," he says. "We harvested a few — about 75 — in 1973. We've cut about 700 trees a year since then. I hope to get up to about 1,000 by next year. We've only got two and a half acres and that's a lot of trees for such a small place. And it's enough and plenty to keep me busy now."

Sold Out

Fowler says he began by letting people come out through the year to select and mark their trees ahead of time. "But we quit reserving trees," he says. "It got to be quite a problem — people would see a nice tree and switch the reserve tags and all kinds of things. Now we start selling on

PEOPLE see page C9



Armin Nubert trims his Pine Canyon Christmas trees.



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At Capurro and Son The 'Topless' radish keeps its leafy top

MOSS LANDING — If you just bought a bunch of radishes with the leafy tops still attached, chances are they were planted, picked and packed by Frank Capurro and Son.

The Moss Landing radish growing and distributing firm, the largest of its kind on the West Coast, prides itself on fresh, crisp radishes.

The secret? Frank Capurro Jr. says the answer can be found in the company's trademark — leaving the tops on.

Capurro says other companies trim the tops and bag the radishes, losing freshness and taste in the process.

"Once you cut the top off, it grows another top and saps the strength of the radish," Capurro explains.

The company's name? Oddly enough, the radishes are marketed under the "Topless" brand.

Also, Capurro says there is no denying the sandy Moss Landing soil is responsible for the year-round bumper crop of radishes.

The land has been tilled by the Capurro family for over 50 years.

Frank Capurro Sr. had been a mixed vegetable farmer in San Francisco before he came to Moss Landing in 1924.

He had intended to grow potatoes on the 300 acre spread he purchased on 2250 Salinas Road, and then tried different assortments of vegetables.

But the loose soil seemed just right for growing radishes, and that's just the start of the story.

The Capurro family now grows 200 acres of radishes and 100 acres of parsley.

The radishes and parsley are distributed in California, Oregon, Washington and Canada.

The Capurro family distributes a total of 28 vegetables under the Topless brand. A line of organic vegetables grown in Carmel Valley under the "Down to Earth" label is also available.

There are 100 employees working in the company's fields and packing sheds, but it is still a family business of sorts.

Capurro's son Frank works in sales, son Kris is employed in the warehouse, nephew John stationed in the office and nephew Mike in the fields.

People swarm Yule tree farms

(Continued from page C8)

Dec. 1. Last year, we were sold out by the 10th."

"There are three tree farmers out here in Pine Canyon. We're all small and we do a lot more trimming and shaping of the trees. Much more than they can do on big commercial farms," Fowler says. "It just wouldn't pay on a big operation, because it's very time consuming."

Fowler says he loses about a dozen trees a year to poachers who come out at night and cut trees close to the road. "Often, they don't get good looking trees. But it's like shoplifting, I guess. A spur-of-the-moment thing, just for the thrill of getting away with something."

"One of the nicest things that's grown out of this is the school tours we have," Fowler says. "between Thanksgiving and Christmas, about 25 schools bring kindergarten and first graders

'...the best thing about growing Christmas trees is it's a good hobby and one the whole family can share.'

out for field trips. Sometimes I have two busloads of kids a day. They love it — kids like getting out into the country, you know. And I really enjoy giving them a tour and telling them how the trees grow."

"Some of these kindergartners are really sharp. They already know a lot. My wife's a teacher and she tells me the teachers usually prepare the kids for the trip. A lot of them really soak up information. While they're here, they choose a tree for their classroom and each one gets a turn at cutting it down. Then I give them a seedling to take back and grow for a year in class before it's replanted."

"A lot of those kids come back with their parents to get a tree for their home," Fowler adds. "When they do, they invariably head right out to the spot they cut the tree for their classroom. I guess it was so important to them, they just want to share it with their folks."

"But the best thing about growing Christmas trees is it's a good hobby and one the whole family can share," Fowler says.

"My wife, our daughter and son-in-law and our grandchildren all help out a lot. I think what we like about it is, it's always sort of a busy time around Christmas. But this involves us all and brings us closer together."



Children walk among trees on Lyman's farm.



Children watch tree being put through netting.

(California photos)

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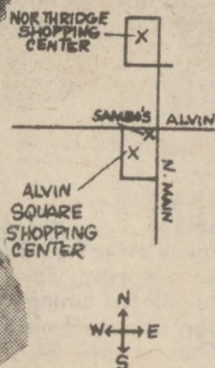
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San Juan Bautista visit is a well-spent day

By KATHLEEN MacDONALD
Californian Staff Writer

Take an afternoon's trip to San Juan Bautista and you will walk through a California town that has chosen to nurture its heritage.

The central attraction is the Plaza, ringed by the old mission and church, hotel, early homes and stables. Several gardens with park benches and picnic tables are around and behind the buildings.

A street corner park is the site of a settler's cabin, moved to the spot from a few miles away. The original town jail, a 12 x 12 feet structure, big enough for one or two prisoners, is still open for viewing.

A walking tour is mapped out in a brochure available in the plaza buildings. On the tour, historical homes and business buildings throughout downtown are pointed out.

Antique shops and restaurants line the streets near the plaza. The sights are all within walking distance of each other.

All this is in San Juan Bautista, but start the tour with a 15-mile drive from Salinas to San Juan on either Old Stage or San Juan Grade Roads. The two twist gracefully through the Gabilan Mountains, offering rolling pastures and expansive views of whole valleys.

The Old Stage Road was used in the 1800s as a stage coach route and remains dirt. It is not used during wet winter months because of mud problems.

The San Juan Grade Road was built in 1911 and abandoned to the U.S. 101 route in 1929.

It is now a bumpy, patched, but easily driven asphalt road, lined with rickety wooden fences. A few farms and isolated houses are tucked between the folds of hills.

Permanent

There is an occasional discarded beer can or new house under construction, reminding passersby that the rustic atmosphere may not be a permanent one.

In San Juan, the mission and church have proven their permanence through time, despite their location almost on top of the San Andreas fault.

The fault lies just below a ridge on the edge of the rodeo grounds, which are behind the church. A steep cliff, formed by an ancient sudden earth movement, is visible between the grandstand and the rodeo grounds.

The first church was completed in 1798, one year after Padre Fermin de Lasuen, founded the mission.

The present church was built between 1803 and 1812 to provide space for the larger congregation. In the 1906 earthquake, the outer walls of the church collapsed and had to be rebuilt.

Today, the church's interior is beautifully maintained. Unlike many of the missions, it has never been abandoned.

An 1809 wood-carved statue of St. John the Baptist is on the main altar. It is considered one of the best examples of wood carving of that period because of its detail and still bright colors.

Floor tiles along the center aisle show animal footprints made by animals who roamed in the area during the days the tiles were being made and left to dry.

Mission Museum

The mission museum, where thousands of Indians were fed and taught trades, now displays church photos, statues, vestments and other memorabilia.

Behind the church, there is a cemetery enclosed by high adobe walls. More than 4,000 bodies of mission Indians are buried in the cemetery in unmarked graves. The names can still be read in old mission records, however.

Around the plaza, the Zanetta and Castro-Breen homes give another kind of look at old California. The homes are restored to their 1800s condition and fully furnished with every household item from dishes to sewing machines. Even clothing from the period is on display.

A Dormitory

The Zanetta House was built in 1815 as a dormitory for Indian girls at the mission. Later, it was used as headquarters for General Jose Maria Castro's cavalrymen. Castro was a Mexican.

see page C11

Cabrillo saw it first

The first European to see Monterey Bay was Juan Rodriguez Cabrillo in November of 1542. From Cabrillo's records it has been deduced that he anchored his ship off Moss Landing in the submarine canyon.

Moss Landing was named after Charles Moss who built a wharf there in 1865.

For a time a line of sailing schooners operated from Moss Landing which also saw two periods of intensive whaling activity. From 1852 until 1888 it was one of the most important whaling stations in the country; from 1918 until the early 1930s, whaling was accomplished by killer tugs that towed carcasses to a large shore station equipped with steam power, loading ramps and modern reduction equipment.

The pier at Moss Landing represents the only remains of this plant.

In 1942 the Kaiser Refractories constructed a magnesium plant at Moss Landing.

The present harbor, one of the best for small craft on the coast, was constructed between 1946 and 1947.

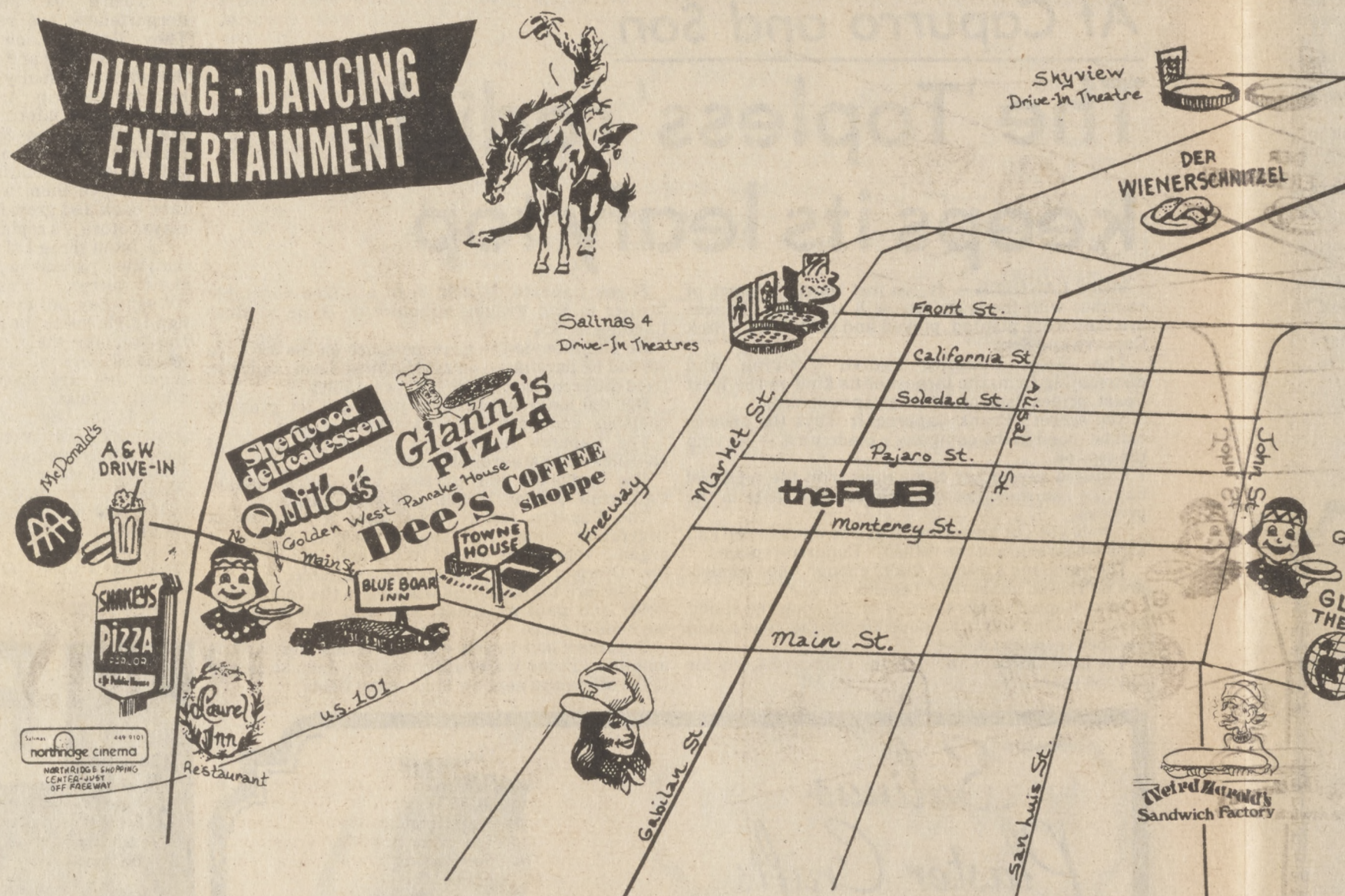
During the 1950s the Pacific Gas & Electric Company constructed the large fossil fuel generating plant which supplies power for most of Northern California.

This plant receives fuel from an offshore tanker terminal located in 60 feet of water off Moss Landing Harbor.



The aged but still beautiful mission San Juan Bautista, located next to San Andreas fault.

(Californian photo)



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WEIRD HAROLD'S SANDWICH SHOP

...The submarine sandwich is alive and well at Weird Harold's Sandwich Factory, 438 Salinas St., across from Valley National Bank. Weird Harold's serves over 21 different and distinctive sandwiches in 3 sizes: 6", 8" and 24". Open Mon.-Sat., 11-10, Sundays 11-8.

BLUE BOAR INN

...Located in the friendly Sherwood Gardens Shopping Center across from the California Rodeo Grounds. You'll find an all-new restaurant with luxurious decor. An all-new menu (with many delicious items) is featured, and every plate is a complete meal. Also featured in the Blue Boar Inn are a sunken dance floor, a FULL-SIZE COLOR TV SCREEN, and a sunken bar. The restaurant is open 6 a.m. to 12 midnight and the cocktail lounge is open 10 a.m. to 2 a.m.

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...Fine Dining - Cocktails. Located at 227 Monterey Street between Gabilan and Alisal Streets with easy parking. For over a quarter of a century known for its famous Prime Rib and Skirt Steak (specialty of the house). Complete menu, luncheons and dinner. Steaks, chops and fresh Monterey Bay Seafood at reasonable prices. Come as you are...families welcome. Open Monday through Friday 11 A.M. to 10 P.M. Saturdays 3 p.m. to 10 p.m., and Sundays 3 p.m. to 9 p.m.

THE HARMONY

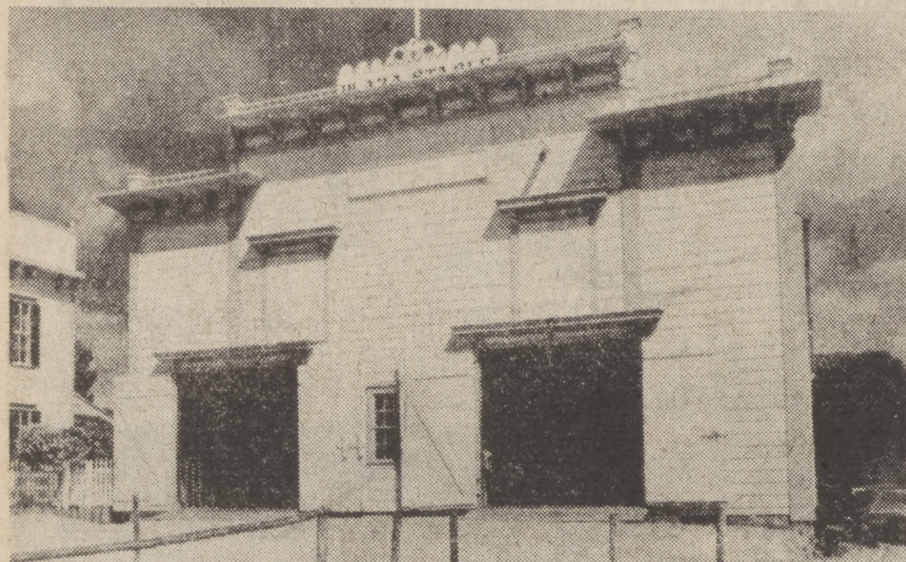
...862 E. Alisal St., Phone 424-7471. Located in the Alisal Shopping Center. One of Salinas' finest Cocktail Lounges. Stop in for your favorite beverage and meet all your friends after work or on your way to the golf course. Serving lunches and dinners 7 days a week, from the China House/11:00 A.M. to 9:00 P.M. You'll enjoy the relaxing and friendly atmosphere.



San Juan Bautista nurtures its past



Plaza Hotel, site of early California accommodations.



Plaza Stable, where old carriages and wagons are shown.



Historic Zanetta House, built in 1815 as dormitory for Indian women.

(Californian photos)

(Continued from page C10)

military leader whose exploits figure prominently in San Juan's past.

Eventually, Angel Zanetta, owner of the Plaza hotel and a restaurateur, acquired the home and stored hay in it. In 1868, Zanetta tore down the remains of the old dorm and used some of the adobe to build the existing structure, which was known as Plaza Hall. It was used as a town meeting hall and ball room.

In later years, Zanetta refinished the home and lived in it with his family.

The Castro-Breen home was built about 1838 for Gen. Castro, but he was there very little because of his military duties. The home was purchased in 1848 by the Breen family after 16-year-old John Breen struck it rich and came home with \$10,000 in gold dust from the Sierra foothills.

The stable is a large barn where much stage coach and other transport activity was centered through the 1800s. Carriages and wagons of all kinds from those days are on display.

Some advice for would-be stage coach travelers is posted: "If the team runs away, sit still and take your chances. If you jump, nine out of 10 times, you will get hurt . . . Don't spit on the leeward side . . . Don't discuss politics or religion . . . Don't imagine for a moment you are going on a picnic, expect annoyances, discomfort and some hardships."

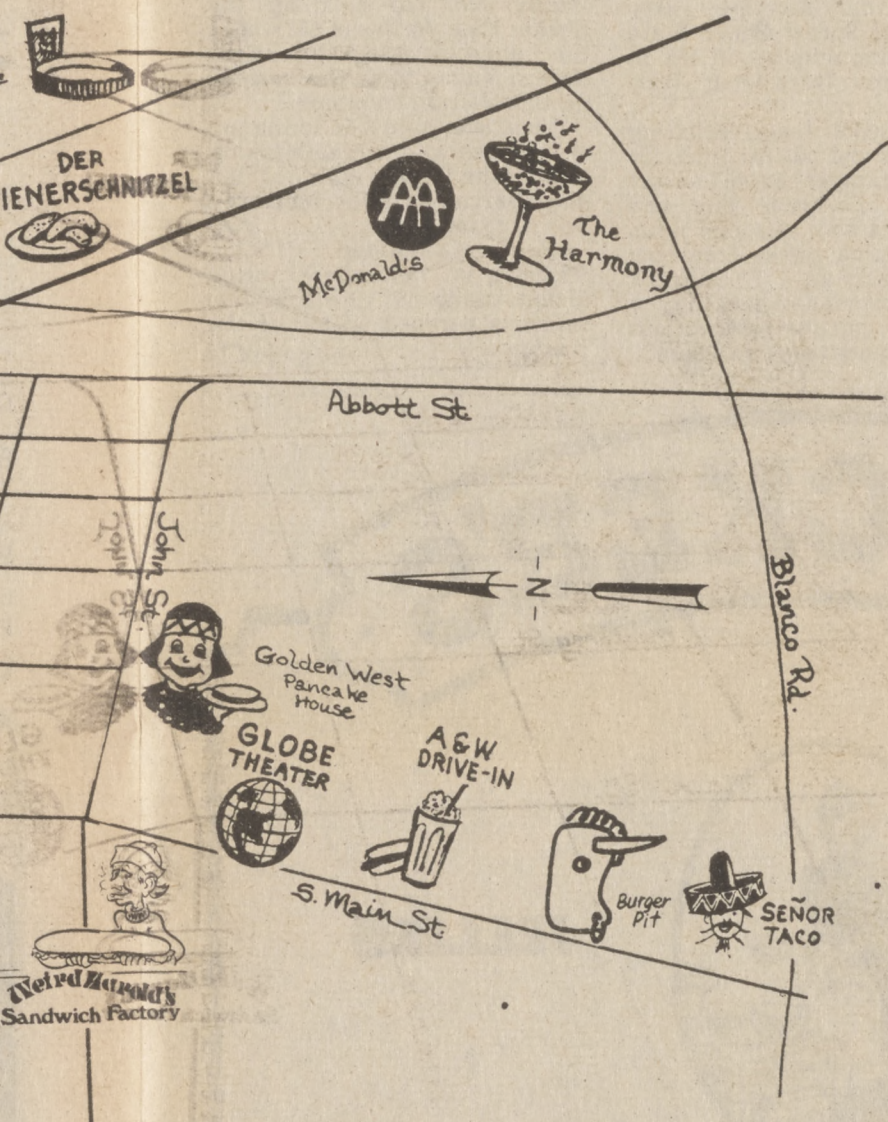
The hotel, built by Zanetta in 1858, was famous for its food and drink. It is not open for display now, but the state plans to refurbish it as part of the San Juan Bautista State Historical Park.

Whaling was important

At one time the Monterey Bay area had an important whaling industry centered at Monterey, Moss Landing and Davenport.

The California grey whale was hunted nearly to extinction by the early 1920s but has recovered under protection.

Today we can observe grey whales migrating south to Baja California to calve during winter months. Especially good places to observe whale migration include Point Lobos State Reserve and the cliffs overlooking the Pacific along Route 1 in the Big Sur country. Occasionally the animals come close into shore among the kelp beds off Pacific Grove.



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DEE'S COFFEE SHOPPE...Located at 1029 North Main Street in the friendly Sherwood Gardens Shopping Center, just across the street from the California Rodeo Grounds. Dee's features a new fully equipped kitchen, and is now serving a complete selection of breakfasts, a number of delicious sandwiches for lunch, or one of many fine tasting dinners. Special dinners include the Chicken Dinner, Top Sirloin Steak dinner and Ham Steak Dinner, all served with Soup or Salad, French Fries and Garlic Bread. Dee's Coffee Shoppe is open Monday thru Saturday, from 7:30 A.M. to 5:30 P.M. Open Thursday and Friday nights 'til 7:30 P.M.

QUITO'S FINE FOODS OF MEXICO...Sherwood Gardens, North Main Street. One of Salinas' newest restaurants. You'll enjoy fine Mexican Foods when you dine in Quito's unique atmosphere of Old Mexico. Specials include the Super Lunch (choose from 12) at just \$1.69, or your choice of the House Specialty Carne Asada, Steak Ranchero or one of 6 Combination Plate Dinners. Drinks include fine wines and beers, both foreign and domestic. Phone 757-1676 for orders to go. Open Daily from 11:30 a.m. to 10:00 p.m.

TOWNE HOUSE HOTEL...Located one-half block from the Rodeo Grounds. Join us in our newly remodeled "San Francisco Room" for fine dining, or for our Sunday Champagne Buffet Brunch served every Sunday from 10:30 a.m. to 3:00 p.m. Over 40 items are featured for this special brunch, with a sparkling new salad bar, a unique cheese and fruit table, and extraordinary hot buffet selections. Dance to "Nostalgia" music of the 30's and 40's on Fridays and Saturdays from 9 p.m. to ????. Located at 808 North Main Street, Salinas. For reservations, call 424-8661.

SHERWOOD DELICATESSEN...Salinas' newest and finest Delicatessen! Located at 983 North Main Street, in the Sherwood Gardens Shopping Center, just across from the Rodeo Grounds. Sherwood Delicatessen features fantastic Hot & Cold Sandwiches, a salad bar, Beer, Wine & Soft Drinks. For the hearty appetite, try the "Crazy George" Sandwich — or any one of the many other sandwiches. You'll like the decor and atmosphere of the Sherwood Delicatessen. Sherwood Gardens, Salinas.

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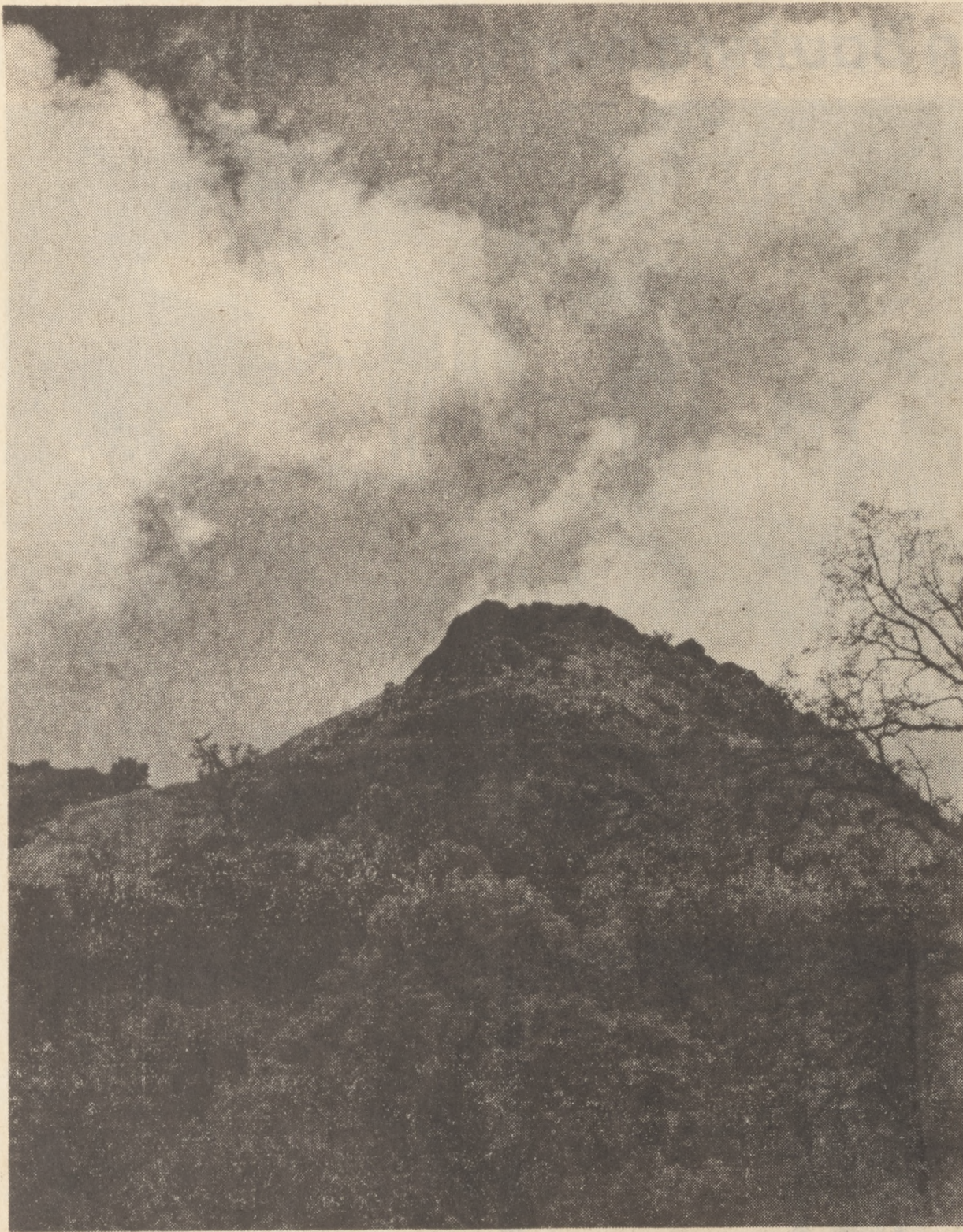
BIG

WEEK

JULY 6th

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JULY 14-15-16-17



Oaks climb all the way up to Fremont Peak.
(California photos)

Fremont Peak and Mount Toro offer elevated look at history

Fremont Peak is a mountain of granite with a frosting of limestone.

That is the description given by William J. Hill, resident ranger at Fremont State Park, whose job it is to know how the mountain came to be.

Geologists believe the mountain began as a limestone deposit about 130 million years ago, Hill says. It was buried under a huge body of water, an ocean or perhaps a large lake.

Some time later the earth bulged, pushing the water back. Eventually, the bulge grew into a 3,169 foot high mountain.

After many years of wind, water and ice eroding the limestone coat, it was reduced to a top covering.

"Geologists have told me," Hill says, "that if you went down 500 feet from the top and drilled a shaft horizontally through the mountain, you would go through solid granite."

There is romance too on Fremont Peak, which was originally known in Spanish as Gavilan (Hawk) Mountain. John Steinbeck visited the mountain and described it at length in "Travels with Charley."

"In the spring, Charley, when the valley is carpeted with blue lupines like a flowery sea, there's the smell of heaven up here," he wrote.

He recalled how Capt. John Charles Fremont made a stand for the United States on the mountaintop and for a few days scoffed at threats from the ruling Mexican government of 1846.

No reminders

Fremont raised the American flag on a sapling and built a small fort on the peak.

There are no reminders now of that stand, but Steinbeck wrote, "When I was a boy we occasionally found cannon balls and rusted bayonets in the area. This solitary stone peak overlooks the whole of my childhood and youth, the great Salinas Valley stretching south for nearly a hundred miles, the town of Salinas where I was born now spreading like crab grass toward the foothills. Mount Toro, on the brother range to the west, was a rounded benign mountain, and to the north Monterey Bay

shone like a blue platter."

Mt. Toro

Mount Toro lies between Route 68 and Carmel Valley Road and has a much more obscure background than Fremont Peak, despite its height of 3,500 feet.

The mountain has retained its name from March 10, 1776 when the Anza expedition arrived in Monterey and called it El Toro Rabon, the bobtailed bull.

According to Kent Seavey, Monterey County historian, it was usual for the early explorers to choose a name other than a saint for a landmark.

The mountaintop and 1,250 acres on the mountain's south slope were given to the State Parks Department two years ago.

So far, little development of the area as a park has taken place because there are five ranches bordering the property.

Cattle are grazed in the area that has remained essentially private, except for occasional ranger-led hikes.

Charles Mehlert, assistant superintendent for this area's five county district of the State Parks Department, sees Mt. Toro as a

sort of land bank for the future. He envisions a time when the land can be made into a public park after more development has occurred in the surrounding area.

For now, he says, the mountaintop is graced with the remains of a World War II spotting station, used by volunteers to watch for enemy aircraft in the early war days.

Quotations from John Steinbeck's book "Travels With Charley" used with permission of the publisher, The Viking Press, Inc.

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There is plenty to do traveling on this road



Sunset State Beach is an attractive meeting of ocean and land.

By WARD BUSHEE

California Sports Editor

Highway 152 wraps the Monterey Bay, the Santa Cruz Mountains and the South Santa Clara Valley wine country into one spectacular road package for the touring motorist.

You can drive this magnificent 45-mile stretch — which bridges the Pajaro Valley with the Santa Clara Valley — in an hour or spend a week camping at various state and county parks along the way.

For daytrippers, the best way is to pack a lunch and take the

whole family.

Open the day with a swim or a walk on the Monterey Bay shoreline at Sunset Beach State Park, located minutes off 152 on San Andreas Road near Watsonville.

Sunset Beach features lofty sand dunes and has facilities for overnight campers as well as day use sites. Barbecue pits and tables are a hop, skip and jump over the sand dunes from the Pacific Ocean. The park recommends all campers (day or overnight) call for reservations well in advance to insure a spot.

When lunch time approaches, retrace your path through Watsonville and pick up the Hecker Pass portion of 152 where the agriculturally plentiful Pajaro Valley joins the base of the Santa Cruz Mountains.

It's a 20-minute ride to the top of the pass with a breath-taking view of the Pajaro Valley all the way, barring a thick Monterey Bay Area fog bank.

Lunch stop

Lunch is well spent inside Mount Madonna County Park, which is perched on top of the

PACK

see page C14

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Women help put out the fires around Aromas

By BETTY FARRELL DOTY
Californian Staff Writer

When the fire siren blasts in the little North County community of Aromas, women come running from every direction.

More than a third of the 14-member volunteer fire department is made up of women.

So even though some have to sit on pillows to reach the controls, there's usually a member of the fairer sex at the wheel of one or two of the firetrucks, when they peel out of the station and more women hanging onto the back — especially if it's a daytime emergency.

"The men turn out, too, of course, if the fires or accidents occur at night or on weekends," says volunteer Pam Fischer. "But Aromas is a bedroom community. On weekdays most of the men go out of town to work. We do have a paid staff of firemen. But it's small — there are only two guys and the chief on a shift. That's just not enough manpower to handle an emergency, so it's just good sense to use womanpower along with it."

"We can handle fires or any other kind of emergency as well as men. Because mostly it takes brains, not brawn, to do it."

A seventh-grade homemaking teacher, Pam is the only feminine firefighter in the department who's not also a mother. The five Aromas women volunteer firepersons, who range in age from their mid-20s to mid-40s, have a total of 12 children.

Both Pam and her husband, Richard, joined the volunteers soon after they moved from Salinas to Aromas, three years ago.

Love It

"We really love this little town," she says. "We joined the volunteers because we wanted to get involved in the community. And because it puts us in a potentially lifesaving situation. Aromas is about 20 minutes from any other kind of rescue service, so we're called out on everything from tractor tipovers to home and road accidents. This fire district includes a portion of U.S. Highway 101. So Rich and I monitor CB radio channels, because we have quite a lot of accident calls."

"Fire training is really good in many ways I didn't anticipate," Pam says. "More than anything else, the training we get gives you confidence."

Pam says there is much more to being a volunteer fireperson than she expected when she joined the department.

"I thought all we'd do was fight fires. And to do that, we'd just hop on the truck, get to the scene and pour water on it until we put it out," she laughed. "Now I know better. There's an awful lot to know about firefighting. The equipment is sophisticated and it takes a lot of training to learn how to use it effectively. Every situation is different and you've got to size it up and know what procedure will work."

The president of the Aromas Volunteer Fire Dept. is one of its female members. Teacher-turned-homemaker Suzanne Clarke is the mother of three youngsters. She was the first in her family to join the volunteers two years ago. "But Jim (her husband) joined too a few months later," she says. "He's not a volunteer any longer though because this spring he became a member of the paid fire department staff."

As a volunteer, Suzanne gets paid too — \$2 an

hour, while on duty. "Some people — fire officials included — feel the volunteers shouldn't get paid at all," says the volunteer president. "I don't agree. All of my pay goes for baby sitters and heavy clothing to wear under the protective gear the department furnishes us."

What happens to the kids when the fire siren goes off?

"At our house, everybody jumps," says Suzanne. "Everyone piles into the car, because I have standing arrangements with neighbors in every direction. So I can start right for the fire and a friend will be standing in the doorway waiting to grab the kids the moment I stop to let them out."

Longest Tenure

Of the five women members, Joyce Carter is the one with the longest tenure in the department. The mother of two boys, ages seven and nine, Joyce joined the volunteers three years ago, while her husband was still a member of the paid force. "But he's also a volunteer now," she says. "The pay was so low, he quit the department and went back to construction work."

Joyce says the women volunteers are just now feeling comfortable about fighting fires. "There was some discrimination when the department first started accepting women volunteers," she says. "Some old-time volunteers felt we didn't have a place on the trucks."

"When I joined there were two other women volunteers. But they quit when they found that the men just wanted us to answer the telephone, run the radio and do the clerical work. For a while, I was the only woman in the department," she says. "But then we started getting more women volunteers. And last year, when we had a big grassfire, I decided it was silly to have a half a dozen of us sitting around the firehouse, when they needed all the manpower they could get on the fireline."

"So I told the women to grab some shovels and get out there. And from then on, the men began to have more respect for us and began giving us some real training."

"This is really a good department and we're all proud of it," says Suzanne. "We all work well together as a team now. There's very good interaction between the volunteers and the paid people, as well as the community and the department as a whole."

Public Support

The Aromas Volunteer Fire Dept. has always had public support. The department had its beginning almost 30 years ago, when Aromas Grange members decided to organize the first group.

In October, 1948, the department got its first piece of equipment — a used truck purchased for \$1,480 from the State Forest Service station at King City. Funds were donated by the townspeople.

In November that year, Raymond Schuyler bought Aromas its fire siren. Oldtimers still remember the day it shrieked its first alarm, heard more than a mile away.

The department was finally organized that year, with Dolan Marshall as the first volunteer chief. The Grange donated a small hall for a meeting place. And Aromas citizens began holding dinners to help pay the costs of the department.

In 1950, the new Aromas elementary school was constructed. When moving day came and youngsters moved out of the old school building at the corner of Bloom and Carpenteria Streets, the volunteer firemen moved in. The old building, constructed by Aromas citizens in 1889, is still being used as the fire station.

The department remained an all-volunteer organization until 1961 when a small paid staff was added to protect the 4,500 people in the 36-square mile fire district.

Community Center

The fire station is still sort of a community center, with one room used for everything from children's BURNING



Suzanne Clarke scales a ladder during fire department training session.

(Californian photos)



Suzanne aims while husband, assists.



Joyce Carter and Diane Berryman at truck controls.

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A burning desire to serve

(Continued from page C13)

catechism classes to a meeting place for service clubs, a food co-op, a Sunday painters' group and almost any other thing that comes up. In between times, the room is also used for the twice-monthly training sessions for volunteers and for meetings of the volunteer fire district board of directors.

"But we really need to get out of this homemade, condemned building," says Fire Chief Mike deWey. "We're well equipped now. We have a full service rescue unit and four trucks and we'll be getting delivery soon of a brand new, lion-yellow Howell firetruck. But we really need a new building."

Department members are hopeful they'll be getting it soon. "We've applied for a \$450,000 Federal Economic Development Grant and the possibilities of getting it look good," says deWey. "One reason is because the federal people seem to be particularly impressed by the large number of women volunteers in the department."

Some years ago, the annual ham dinners were replaced by Aromas Day. The all-day family event, which includes a barbeque, baseball game, horse shoe tournament, flea market, games and dance, is held every August. And all proceeds continue to support the department.

"People here seem to be more involved in the fire department than they are in many other areas," says Suzanne. "We only had three false alarms in the past year. And when we do have a fire, people don't just stand around and wait for us to respond. They pitch right in and work along with us."

The volunteers rush to answer the old siren's call for help an average of 20 times a month. But vehicle accidents, resuscitator and public service calls outnumber fires 10-to-one.

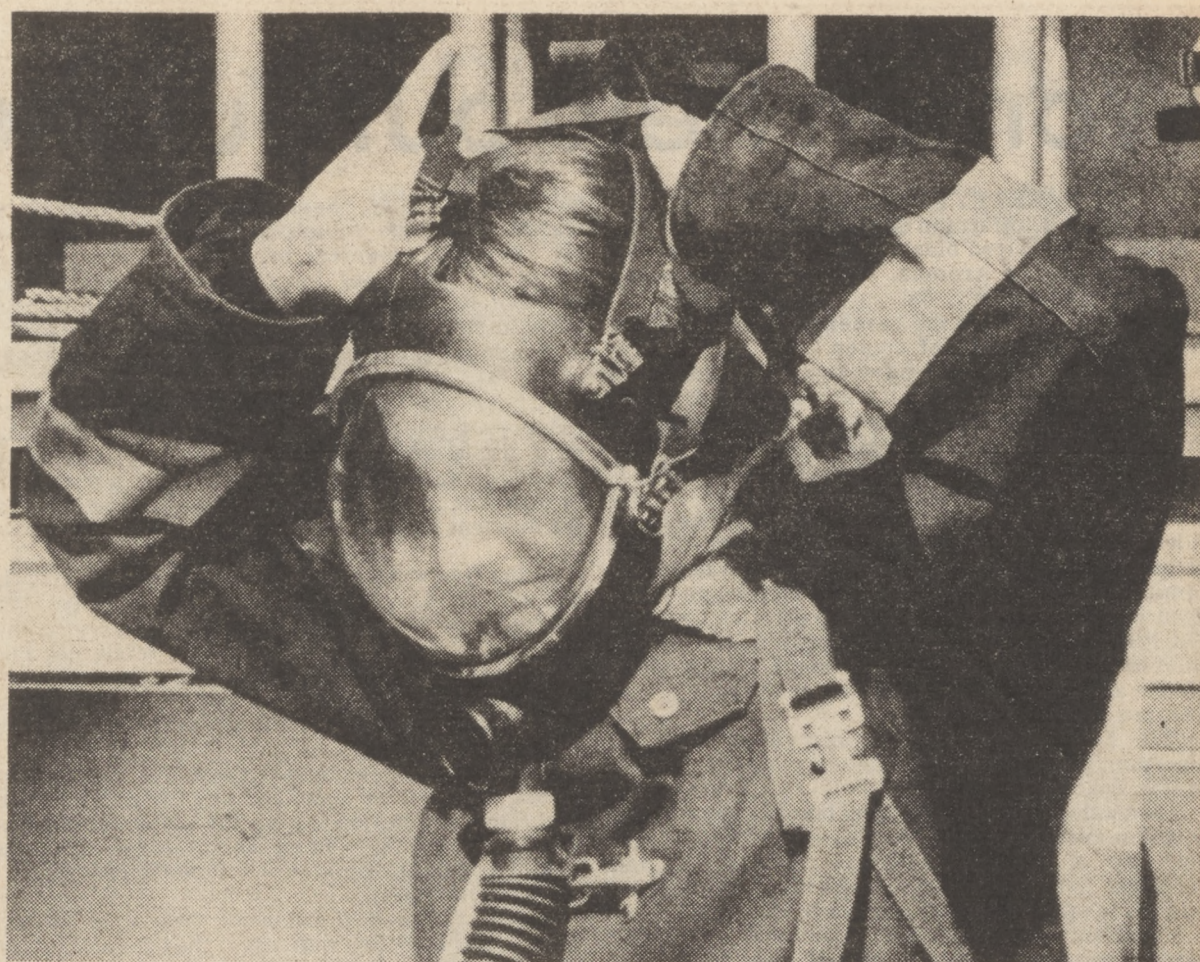
"Since we're the only official agency of any kind in this whole area, people call on us for almost anything," says Suzanne.

"Police protection in the area is shared by sheriff's patrols from Monterey, San Benito and Santa Cruz counties. We can get there in a matter of minutes, but it sometimes takes as long as 45 minutes for a patrol to arrive. So when kids get lost, cows stray out onto the highway, shots are fired, or somebody has a domestic squabble, they often call us instead."

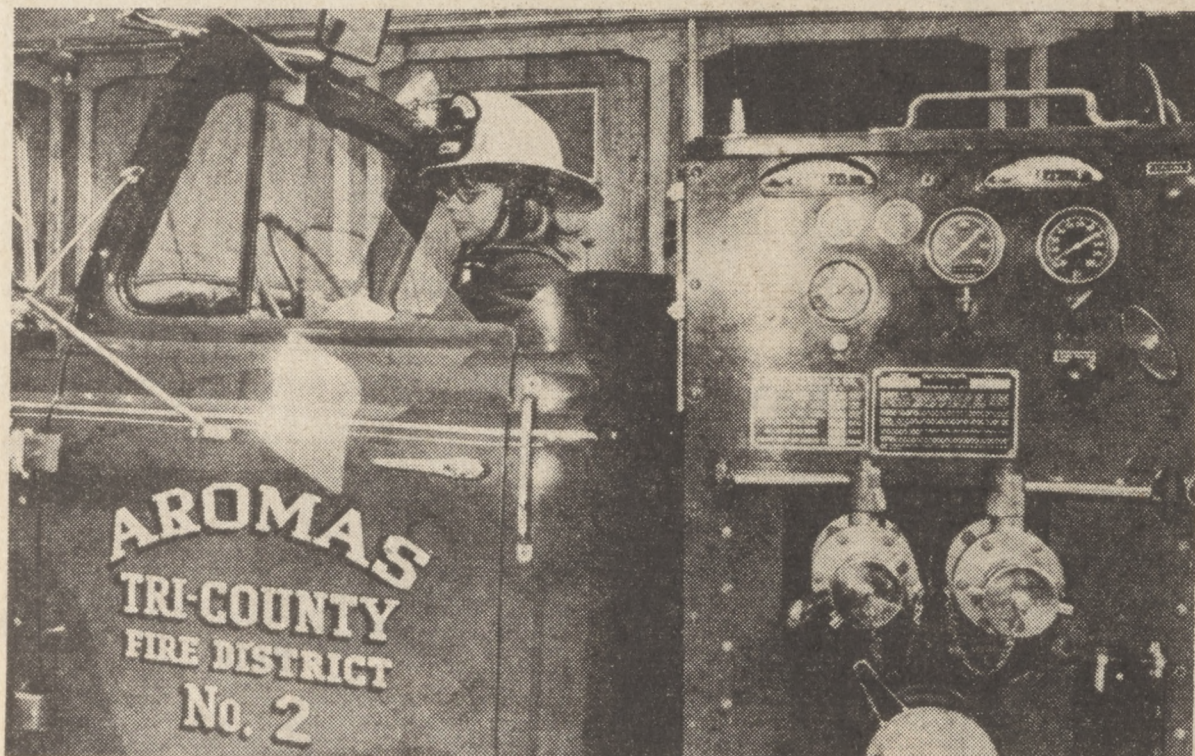
"We don't go out to get just any cat up a pole or in a tree," Suzanne explained. "But we do go in special cases, like the kitty that had crawled inside the engine in a car and got its tail stuck in the fan. And we created a big stink once, when we got a call to pull a skunk out from behind a washing machine."

"I think everyone in the department here is really special," she says. "Both the paid members and the volunteers seem to feel a deep loyalty to the community and a real empathy for other human beings. At Christmas we all get together to round up food, toys and clothing for needy people in the area, which is distributed by our churches. And we provide whatever people need if they're burned out."

"The thing is, with this department, help doesn't end when the fire is out or the emergency is over. We want to help wherever and whenever help is needed. And I think we do a darn good job."



Suzanne practices donning mask for breathing apparatus.



Driver Joyce Carter takes the wheel of engine No. 2.

Pack a lunch and take this trip

(Continued from page C12)

Santa Cruz Mountains in a forest of Redwoods.

But note that the water shortage has forced the Santa Clara Valley Parks and Recreation Department to close Mount Madonna temporarily.

Mount Madonna offers hiking, biking, horseback riding and daytime camping when open. Park hours are from sunrise to sunset.

The Santa Clara County park is renowned for its White Reindeer (which are partial to sugar lumps fed from children's hands) and a camp site located on the ruins of a huge old mansion overlooking the wine country. The park is particularly popular for group picnics because of kingsize barbecue pits and long tables.

Sprig Lake is an excellent pit stop on the winding downward leg of the mountain, particularly

if your family includes tots and subteens. Santa Clara County stocks the tiny lake with trout several times a year and only youngsters 12 and under are allowed to fish. No fishing license is required and there are benches available for a pick-me-up snack.

A couple of minutes further down Hecker Pass are some of the best wine producing areas in California. There are a handful of small, independent vineyards which produce quality table and premium wines. Tasting rooms line this stretch to Gilroy and also are located along Watsonville Road toward Morgan Hill.

Follow Road
Watsonville Road is the way to an evening swim and barbecue at two parks. Both Uvas Meadows Park and Uvas Canyon Park are good spots to take a dip.

Uvas Meadows is ideal for the family because of its Olympic-

size pool which has a lifeguard on duty. The privately-owned park is located directly off Watsonville Road, about five miles from Hecker Pass. The park is well suited for club or company picnics because of its open areas to play softball, volleyball or badminton.

Uvas Meadows is for both day and overnight camping and there is a bandstand adjacent to the pool. Many campsites line the banks of the Uvas Creek which is good for fishing.

Uvas Canyon Park, on the more remote Uvas Canyon's Corey Road, is available to day and overnight camping. Operated by the Santa Clara Parks Department, the park lines the Uvas Reservoir shores and no lifeguards are present.

Reservations should be made at both Uvas Meadows and Uvas Canyon well in advance.

WHO'S WHO

In Salinas and Monterey County Business and Industry

Keep this interesting and chronological listing. These firms have played a vital role in the growth and progress of this area.

1860 GARDEN OF MEMORIES Established in 1860 by the Alisal Lodge No. 163, Independent Order of Odd Fellows, a fraternal non-profit organization. First known as the Odd Fellows Cemetery. Several years later the name changed to the Garden of Memories. The manager is Dean Briley. In a serene setting, Garden of Memories includes a Mausoleum and Columbarium and Cemetery. A new tradition is the display of U.S. Flags, which have draped our veteran's caskets, along the entrance lane on Memorial Day, Flag Day, July 4th and Veterans' Day. State Flags now fly on the same days in front of the Mausoleum.	1871 SALINAS CALIFORNIAN 123 W. Alisal St. Newspaper was founded in 1871 by Melville Byerly. Present management includes Robert H. Huttenhoff, publisher. First edition was March 30, 1871. Newspaper was named Salinas Weekly City-Index. The Salinas Daily Journal, established by Thomas Harris and Jake Smeltzer on August 5, 1879, was consolidated with the Index-Journal on July 1, 1928. The Monterey County Post, which began in 1928, was consolidated with the Index-Journal in 1936 when acquired by Speldel Newspapers Inc. On July 1, 1942, the name was changed to the Salinas Californian.	1895 CALPINE CONTAINERS Spicer and Brunken Ave. Salinas, Ca. Firm was founded in 1895. Established in Salinas in 1920. Managed by Bill Sergeant. Serves the produce industry, freezer plants and canning plants with corrugated and wooden containers, pallets, bins and miscellaneous supplies. SERVICE IS OUR BUSINESS. Call 424-7647.	1903 FARMERS MERCANTILE CO. 721 Abbott St. Salinas, Calif. When Farmers Mercantile was in its original location in the Dick Bruhn Building on Main Street, they carried a full line of implements and also groceries. They moved to their location on Abbott Street in 1940, giving up the groceries, carrying implements and hardware. It is one of the larger farm equipment and hardware companies in the area, doing \$10 million dollars in business each year and employing about 70 full-time employees.	1906 CAHOON TRANSFER & STORAGE 140 California St. Salinas, Calif. Firm was founded by Mr. James Cahoon in 1906. Mr. Cahoon had the first moving van operation in Monterey County. This family has been moving Monterey County residents for 70 years! Present manager is A.B. Cahoon. The company specializes in the moving and storage of household goods, packing and crating. It is shipping agent for Allied Van Lines.	1907 STOFFEY'S FLOWERS 931 N. Main St. Salinas, Calif. 424-0706 This business, which was started by Clara Madeira, was purchased by Mr. and Mrs. Michael Stoffey in 1925. It has been a family business venture ever since. Their two sons, Rene and Michael Jr., took over the business in 1950. Rene Stoffey has been the owner since 1974. Located in the Sherwood Gardens Shopping Center, Stoffey's Flowers offer you a complete selection of fresh and dried arrangements as well as many types of houseplants.	1911 DAYTON-JOHNSON COMPANY 311 Salinas St. (corner of Alisal) Salinas, Calif. Founded 65 years ago, Dayton-Johnson is a complete insurance company. L.E. "Ed" Johnson, one of the company's founders, retired in 1976, but continues to work on a consulting basis. Don Taylor and Bob Penner are partners in the business and employ 6 people to provide a friendly atmosphere and the know-how to help with every insurance need.	1913 VICTOR CALIFORNIA Division of Victor Equipment Co. 853 Abbott St. Victor Equipment Co., formed in San Francisco, was originally called the Great Western Welding and Cutting Co. Founder L.W. Stettner, a man experienced in metal structures, became dissatisfied with the equipment for cutting and welding available to them. He designed the welding torch first manufactured by the company. The Victor store, Salinas, maintains a stock of the many fine products of the Victor Equipment Co. In addition to a full line of welding gases, machines and accessories.
1918 SALINAS TALLOW CO. Cattleman's Lane Salinas, Ca. Salinas Tallow Co. was founded 58 years ago by Louise Ottone, Sr. Mr. Ottone was joined in the business by his brother, Virginia Ottone in 1928. The company is now run by Louis Ottone, Jr., John Ottone, Charles Ottone and Remo Ottone. The firm employs 25 persons. They have recycled materials many years before it became popular-servicing meatpacking houses, restaurants, feed lots, Meat Markets & Supermarkets. Fat & carcasses are rendered for tallow. The extra fancy tallow is exported to the Far East.	1918 DALEY'S BOOTERY 338 Main St. Oscar Daley started his shoe business in the 100 block of Main St. in 1918. Today 59 years later, Daley's Bootery is located at 338 Main St. with a branch store in King City which opened in 1949 when a partnership was formed with son, Richard Daley. Active roles in the present day management are shared by the father-son team. Quality, fashion and proper fit continue to be the standard of this 59 year old firm as they project their merchandising image to the trends of today and the future.	1919 HAYWARD LUMBER 429 Front Street A family business founded in 1919, it now has 5 stores in Salinas, Pacific Grove, Hollister, Paso Robles & Morro Bay, in addition to the kitchen cabinet-pre-hung door division in Salinas. Officers include Mrs. Nellie Hayward, Chairman of the Board; Homer M. Hayward, President; Sherwood Causley, Gen. Mgr.; Bill Causley, Credit Mgr.; Ven Vagin, Controller; Joe Delappe, Advertising Mgr.; Howard Groulich, Salinas Branch Mgr.; Ernie Atkinson, Kitchen Cabinet Division Mgr. Hayward Lumber is headquarters for home-owners offering lumber, kitchen cabinets, and home supplies.	1919 BECK'S SHOE STORE 354 Main Street Salinas, Ca. It's Beck's Shoe Store's 58th year in Salinas, and they're proud of it! Mr. Ole P. Beck originally founded Beck's Shoe Store on the 100 block of Main St. It is now owned by his son Mr. John Beck and is located at 354 Main St. The manager is Jim Beck. Beck's Shoe Store offers good service and carries sizes 6-16, AA-EEE in many fine quality brands.	1921 SPEEGLE-TEMPLE INSURANCE 130 W. Gabilan Salinas, Calif. Speegle-Temple Insurance was founded 56 years ago by Mr. Xum Speegle (1892-1974). The company was located at that time on Main Street. In 1963 Mr. William H. Temple joined the firm as Corporate President. In February of 1975 the company merged with the Arthur Sherman Agency, now employing 12 people to assist their clients in all forms of insurance. The firm operates as independent insurance agents and brokers.	1922 STATE FARM INSURANCE 102 Years of Service! Present State Farm Insurance Agents have been serving the insurance needs of Salinas for a total of 102 years. -Tom Cope since 1948 -Luther Wheeler since 1955 -Ray Jorgensen since 1960 -Tony Villafranca since 1967 -Russ Taylor since 1967 -Maurice Allford since 1975 -John Harmon since 1975	1923 RICHARDSON CHEVROLET 366 Abbott St. Salinas, Calif. Founded in 1923 by G.H. Richardson, Richardson Chevrolet is presently owned and operated by the family. They serve the public in Chevrolet new car sales and service. They also have an excellent array of used cars. Being the sales leader for years, Richardson offers you the Finest of Automobiles whether its economy or luxury at the Greatest Savings to you. They also have financing and will arrange insurance. So stop in today at Richardson Chevrolet.	1924 PORTER-MARQUARD REALTY 312 W. Carmel Valley Rd. Carmel Valley, Calif. This pioneer firm was founded 53 years ago by Frank and Jet Porter. It is now owned and managed by Paul F. Porter, Skip Marquard and Michael Marquard. It was originally located on Robles del Rio where Rosie's Cracker Barrel now stands. This company was the developer for the Robles del Rio area, as well as 18 other Carmel Valley residential areas, the Mid Valley Shopping Complex and the Mid Valley Garden Apartments. Porter-Marquard Realty handles real estate, resort and ranch properties.
1928 SALINAS RADIATOR 231 E. Market St. Salinas, Calif. Salinas Radiator was founded 49 years ago by Clarence E. Fontes. It was located at that time at Alisal & Front Streets. The business was relocated to the present address in 1938. Mr. Fontes sold the business to the present owners, Robert LoCondo and Darrell Blevins in 1967. Salinas Radiator services auto, truck, tractor and industrial radiators; offering replacement, cleaning, recoring and repair. They are also an authorized United Delco dealer.	1929 AUTO PARTS SERVICE 131 Abbott St. Salinas, Calif. Auto Parts Service was originally founded in Salinas 47 years ago and is currently owned and operated by Mike Peters and Richard Shultz. The business has been at this location since 1953. They have branch stores in Monterey and Greenfield with a total of approximately 24 employees. They work and deal in wholesale and retail sale of automotive parts and accessories.	1929 COUTCHIE APPRAISAL & REALTY CO. 12 Winham St. Salinas, Calif. This firm was originally founded by Ken G. Couchie in 1929. It was known as Salinas Valley Realty and the offices were located in the old Jeffery Hotel at the corner of Main and Alisal. In 1938 the firm moved to their present address. Allen Couchie, present owner of the business joined his father in 1951. Couchie Appraisal now deals exclusively in real estate appraising. Allen is a member of the M.A.I.	1930 KEY HOLE SPORTING GOODS 11 E. Gabilan St. Key Hole Sporting Goods was originally located on E. Gabilan when it was founded 47 years ago, and moved to its present location at 11 E. Gabilan in 1934. The store has changed hands several times and was recently purchased by the present owner, George Worthy. Key Hole deals in guns of all types, gun blueing, gunsmithing, fishing tackle repair, reloading equipment, and has the largest black powder supply in the county. Key Hole also provides a safe and locksmith service as well as key making and home security.	1930 VENTURE OUT RV 1999 Freedom Blvd. Watsonville, Calif. Venture Out RV has been at this location since they opened the doors in 1930. They are area dealers for Sportcoach, Pace Arrow, Field & Stream, Midas motorhomes. Trailers by Automate, Terry, Taurus.	1932 ACME AWNING COMPANY 210 North Main St. Salinas, Calif. Originally opened by J.C. Rawitzer, Sr. in 1932 at its prior location at 212 North Main St. Now located at 210 North Main Street, Bud Rawitzer takes great pride in serving the entire Monterey County, both residential & commercial accounts. Together, Bud, his son Gale Rawitzer, Rudy Soria, Tim Ryan and Mrs. Edith Allbee offer the finest service in the manufacturing of all sorts of fine, custom window coverings such as: window shades, venetian blinds and Riviera blinds, canvas goods & aluminum awnings.	1932 KOBZ ROOFING COMPANY 62 Boronda Rd. Salinas, Calif. The business was founded by Mr. John Kobz on Alisal St. in 1932. Later the company was assumed by Mr. Doyle Fissell. The firm specializes in: -New Roofs, Re-roofing and Repairs -All Types of Roofing: Tar, Gravel, Asphalt, Shingles, Wood Shingles and Shakes. -Insulation -Decorative Rock -Give Free Estimates	1933 RAY'S TRANSFER & STORAGE 246 Abbott Street Salinas, Calif. Founded by Mr. & Mrs. Raymond H. Urquides. This business has been passed down from generation to generation. Agents for BEKINS for over 30 years, serving the entire Salinas Valley. Moving & Storage Crating-Packing-Shipping

WHO'S WHO

In Salinas and Monterey County Business and Industry

Keep this interesting and chronological listing. These firms have played a vital role in the growth and progress of this area.

<p>1934</p> <p>SALINAS VALLEY PUMP & DRILLING, INC. 1128 Madison Lane Salinas, Calif.</p> <p>This firm was known as Byron Jackson Co. after the founder until 1944. The business was then located on S. Abbott St. It moved to its present address and in July, 1973, Salinas Pump & Drilling Company merged to become Salinas Valley Pump & Drilling, Inc. The firm employs about 30 persons. Mark Thornton is Drill Superintendent; Nelson Moss is Pump Superintendent and present owner and manager is Aaron Thornton.</p>	<p>1934</p> <p>SALINAS MOTOR PARTS 329 Monterey St. Salinas, Calif.</p> <p>Salinas Motor Parts was founded in 1934 and in 1957 was taken over by Tom & Henry Spheeris which presently own and manage the business. Salinas Motor Parts has been at this location for the past 38 years. They have approximately 10 employees serving the area in auto parts sales. They also have a complete machine shop for your convenience.</p>	<p>1935</p> <p>CARLON'S FIRE EXTINGUISHERS SALES & SERVICE 920 Acosta Plaza Salinas, Calif.</p> <p>This business was founded in 1935 by Larry Moore, continued by B.T. Dennis, and sold to the Carlons in 1957. Joe, Anne, Maria and Mark all work in this family business, which now employs 8 people and serves the fire protection needs for Monterey, Santa Cruz and San Benito Counties. Carlons specialize in service to the commercial and industrial community including fire extinguisher sales and service, automatic equipment installation and maintenance, first aid sales and service, and fire training sessions.</p>	<p>1935</p> <p>COAST COUNTIES LAND TITLE CO. 422 Main St. Salinas, Calif.</p> <p>Firm founded in 1935. Mr. Charles A. Dake is President, with headquarters in the new office at 432 Tyler Street in Monterey, California. In 42 years Coast Counties has become the largest locally owned title company in Monterey County.</p>	<p>1935</p> <p>SALINAS MATTRESS CO. 372 East Market St. Salinas, Calif.</p> <p>Salinas Mattress Co. was founded 42 years ago by Jerry Yednak, Sr. It was originally located on San Luis Street. Mr. Jerry Yednak, Jr., is the present managing owner of the company. Salinas Mattress Co. is a complete manufacturing plant. In addition to being makers of fine mattresses, they supply fine furniture accessories and bedding as well as providing a mattress rebuilding service.</p>	<p>1936</p> <p>ASSOCIATED PRODUCE DISTRIBUTORS Monterey & Castro Streets P.O. Box 1155 Castroville, Calif.</p> <p>Associated Produce was founded over 40 years ago, and today is a large distributor of artichokes and broccoli. Their products are shipped to areas throughout the United States and Canada.</p>	<p>1936</p> <p>SANTA RITA AUTO WRECKERS 2336 North Main St. Salinas, Calif.</p> <p>Santa Rita Auto Wreckers was founded approximately 41 years ago by John & Ernest Rowe. Since then the business has changed hands to such owners as: Walter Tebbel, Glen Skidmore, Carl Reed, Bud Boyster and in 1970 was handed down to present owners—J.D. Rowe and his son James Rowe. Employees include: Manager & buyer, David Rowe; Parts manager, Frank Mattos; office, Alice Rowe & Anetta Rowe; parts puller, Jose & Raul Gonzales; tow truck driver, Richard Riggs; Salesman, Albert Dugan; & truck driver, Edmond Balzerzak.</p>	<p>1937</p> <p>STURDY OIL CO. 1511 Abbott St. Salinas, Calif.</p> <p>Gene Sturdy originally founded the business in 1937 at the present location. In 1950, 27 years ago, the firm was purchased by Anker Fano and is now run by his son Neil. Sturdy Oil Co. is the Sturdy distributor for the Monterey, San Benito and Santa Cruz County area. They have stations in all three counties and handle gasoline, diesel fuel and lubricating oils both wholesale and retail.</p>
<p>1937</p> <p>HARTWELL INSURANCE AGENCY 432 Salinas St. Salinas, Calif.</p> <p>Founded 40 years ago by Floyd S. and Mina Hartwell in Oakland, California. Mr. & Mrs. Hartwell moved their firm to Salinas in 1951. They employ two people in their firm. Hartwell Insurance offers complete insurance and represent such insurance firms as Travelers Insurance, Reliance Insurance, Sequia, and United Pacific.</p>	<p>1937</p> <p>MARVIN ROBERTS TRAINING BOARDING STABLES 225 River Road Salinas, Calif.</p> <p>Marvin E. Roberts has won numerous awards attesting his fine work. Mr. Roberts offers the rider private lessons in Western and English style riding, jockey training. Also horse training in English 3 gait, Western and English style, harness and jumping. There are trails and training areas to utilize. Call 455-1879.</p>	<p>1937</p> <p>ALPINE LANE NURSERY 224 W. Market St. Salinas, Calif.</p> <p>Alpine Lane Nursery was founded in 1937 by Mr. Enrico Gozzelino, who began the nursery by himself. Present management is Mr. Albert Gozzelino and his mother, Mrs. Julia Gozzelino. The firm employs 7 persons. Alpine Lane Nursery specializes in residential and commercial lawn and garden care. See them for Landscaping, Tractor work, Rototilling, Excavating, or Licensed Landscape Contracting. Lic. #255075.</p>	<p>1938</p> <p>GOODDALE BEARING CO. 731 S. Sanborn Rd. Salinas, Calif.</p> <p>The business was originally started in Watsonville and then the Salinas branch was opened in 1958. It was founded by Everett Gooddale and the Salinas branch is presently managed by Bob Bonincontri. The location has never changed from this address and currently have about 60 employees total at all stores. They manufacture Food Processing Equipment and are Distributors of industrial supplies.</p>	<p>1938</p> <p>WHARTON'S LINOLEUM 627 E. Alisal St. Salinas, Calif.</p> <p>Founded 39 years ago by Mr. & Mrs. Merle Wharton. In 1961 Carl and Shirley Hanson, son-in-law and daughter of the Whartons joined the firm as partners, and assumed full ownership and management in 1970. The store has remained at its present location since its origin and has increased to double its original size in 1955. They are authorized dealers for Armstrong, Congoleum and other vinyl and linoleum manufacturers offering a complete selection of hard surface flooring. All labor and installation is done by the firm itself.</p>	<p>1939</p> <p>GREEN'S CAMERA SHOP 350 Main St. Salinas, Calif.</p> <p>Grandpa Green, former owner of Green's started out in photography in 1915. Richard Green now owns the firm and Dick Eldred manages it. Green's offers the most complete supply of photographic equipment and supplies in Monterey County and sells most major brands. The firm also offers expert advice and consultation, demonstrations, and instruction. Trade-ins are always welcome and credit terms are available. Green's also has a rental and repair department.</p>	<p>1940</p> <p>BERMAN STEEL COMPANY Hwy. 101 So. & Spence Rd. Salinas, Calif.</p> <p>Aaron Berman founded his business on April 3, 1940 in Watsonville and opened his Salinas branch in 1961, which is now managed by David Brand. His ecology oriented business handles the largest stock of scrap copper in the West. With two of the largest furnaces in the area, Mr. Berman has, with foresight and civic mindedness, built special furnaces to help prevent pollution. This scrap copper is bought and sold all over the world and from his fleet of trucks. Over 100 pieces of rolling equipment are on the road daily.</p>	<p>1940</p> <p>STANDARD FURNITURE CO. John St. & California St. Salinas, Calif.</p> <p>The original founders of Standard Furniture Company 37 years ago were Samuel Cohen and Saul Glazer. It is now owned and operated by 2 of the founders sons, Mel and Steve Cohen. The largest furniture store in Salinas, Standard Furniture sells only quality home furnishings, offers home decorator service at no additional charge, and has free delivery and personalized customer service.</p>
<p>1943</p> <p>WOODLAND MOBILE HOMES, INC. 301 North Main St. Salinas, Calif.</p> <p>The Oldest Mobile Home Dealer in Monterey County, Woodland Mobile Homes offers the highest quality merchandise and service to their valued customers. With acres of mobile homes, managers Bud and Gwen Fisher are able to offer a huge selection in a variety of sizes and styles to choose from. We are now able to offer Modular Homes which may be placed on any R-1 lot. Come in and visit us soon.</p>	<p>1945</p> <p>SWENSON & SILACCI 90 W. Alisal St. Salinas, Calif.</p> <p>Swenson and Silacci Flower Shop was founded as Swenson Flowers in 1945. In 1950 the store was located at 220 Soledad St. In 1960 it was relocated to 70 W. Alisal St., moving to its present location in 1970. Mr. & Mrs. Walter Swenson founded Swenson Flowers. They retired in January of 1974, and Edward Silacci, a partner since 1968 became the sole owner. The company employs Martha Rudd, bookkeeper; Delores Knolls, Eye Matuszcek, Frances Light, Catherine Tarp, Louie Grossi and Marellyn Burns, designers and arrangers. The store also has a fine line of gifts.</p>	<p>1945</p> <p>LLOYD APPLING, INC. AUTHORIZED TOYOTA DEALER 369 E. Market St. Salinas, Calif.</p> <p>Originally known as East Salinas Auto Sales, the firm has been at the same location and ownership for the past 30 years. It was incorporated under the present name in 1969 with Lloyd Appling Jr. as president. The Toyota franchise is well established here and has been helping the community many years. For a great buy on a Toyota or reliable used car stop in today and one of the salespeople will help.</p>	<p>1946</p> <p>SANBORN MEAT COMPANY 229 N. Sanborn Road Salinas, Calif.</p> <p>Owner and Manager of this well established company is James T. Ivey. Mr. Ivey employs seven people. This quality meat company specializes in custom meat cutting for parties and company picnics and have excellent smoked meats. Locker rentals are also provided for your convenience.</p>	<p>1946</p> <p>ARROW HARDWARE 7 Williams Road Salinas, Calif.</p> <p>Formerly Hamilton Hardware, the business was started by Bill Hamilton in 1946. Pete and Lenore Calloto purchased the business in 1954. In 1972 a new building was erected next to the old location becoming "Arrow" Hardware. Jess Boudard has been Manager for over 17 years. The business employs 8 people, is a complete hardware and home improvement center, and is open every day.</p>	<p>1946</p> <p>GABILAN IRON & MACHINE CO. 1276 Abbott St. Salinas, Calif.</p> <p>President of the company is Bill Flory. Paul Bickel is the General Manager. Original location was on Salinas Street. Approximately 35 people are presently employed. The firm offers a complete machine and steel fabricating shop. They also have a steel supply department and serve the needs of the Salinas area with agricultural and industrial supplies. Featuring dependable workmanship and quality materials, the firm has experienced continuing growth during the past 40 years.</p>	<p>1946</p> <p>EL CHARRITO MARKET 122 W. Market St. Salinas, Calif.</p> <p>El Charrito Market is owned and operated by Ernest Rivas, Jr. El Charrito has been a family operation at this location for 31 years. The store includes the oldest tortilla factory in Salinas, and makes tamales, tortillas, Mexican pastry and has a delicatessen with barbecue pork, beef, ribs and chicken. El Charrito also handles Mexican import merchandise.</p>	<p>1946</p> <p>VERN GILBERT AUTOMOBILES 275 E. Market St. Salinas, Calif.</p> <p>Vern Gilbert learned a lot about the automobile business when he worked for his father who was the Studebaker dealer in Hollister for over 20 years. Vern's first venture was a retail auto sales lot at Pearl and Market streets in Salinas. He owned and operated lots at Market Street locations until he moved his operation to its present address at 275 E. Market Street in 1972.</p>
<p>1947</p> <p>LIVINGSTON BROS. TRACTOR 1011 Broadway King City, Calif.</p> <p>The business was founded by the three Livingston Brothers in 1947. They have 9 employees handling Allis-Chalmers farm machinery, parts and repairs. They also handle other lines of farm equipment. They have a new division of engine parts and supplies.</p>	<p>1947</p> <p>HEATH SIGNS 229 Salinas Street Salinas, Calif.</p> <p>Travis Heath founded his sign business 30 years ago. Over the years the business has had various locations around Salinas but has remained a family owned and operated business, utilizing Laura Heath as a secretary/bookkeeper, and son Jeff Heath in designs and production. The firm designs logos and styles for businesses and specializes in truck lettering, hand lettering, silk screen and carved wood designs.</p>	<p>1947</p> <p>HURL SWARTZ STUDIO 624 South Main St. Salinas, Calif.</p> <p>Hurl Swartz studio was originally located at 940 Park Row until 1965, when the business was moved to 624 South Main St. It is owned and operated by Hurl Swartz. Four persons operate this "full service" photography studio. Special attention is given to your needs as they do all their own printing and developing. The specialize in portrait wedding, commercial & aerial photography, and they carry a large selection of frames to go with your favorite portrait. This year they are celebrating their "30th Anniversary"!</p>	<p>1948</p> <p>CLAYTON'S UNIQUE CLEANERS 435 Pajaro Salinas, Calif.</p> <p>Carl C. & Mildred L. Clayton were the original founders of the business. The present owners are Carlton J. & Shirley E. Clayton and Carlton manages the business. They were originally located in the Alisal area and have moved about three different times before settling at this location. They serve the area in dry cleaning, dye and leather work and also career apparel.</p>	<p>1948</p> <p>WALLACE OFFICE MACHINES 44 San Miguel Ave. Salinas, Calif.</p> <p>Mr. & Mrs. Dalton B. Wallace moved to Salinas in 1948 from Los Angeles and opened their shop at 1050 S. Main, moving to their present address in 1960. As a family business, Wallace Office Machines specializes in the maintenance, repair and sales of new and used office machines. Mr. Wallace has been in this business for 35 years. His wife, Mary, does the bookkeeping and son Gerry is the Service Technician — together they bring quality office machine service to Salinas.</p>	<p>1948</p> <p>SALINAS GARAGE & TOW, INC. 312 E. Market St. Salinas, Calif.</p> <p>George Waite opened Salinas Garage & Tow at its present location 28 years ago. In 1952, Robert Greer joined him as partner. On April 1, 1975, the business was purchased by Jerry Baker and continues to offer the same fine service on general automotive repair and a 24-hour towing service.</p>	<p>1948</p> <p>MONTEREY UPHOLSTERY 443 E. Alisal St. Salinas, Calif.</p> <p>Founded 29 years ago by Frank Terry, the firm was purchased by its present owner, Mr. R.N. Littleton, in 1963. Monterey Upholstery is a custom upholstery and custom furniture shop with emphasis on QUALITY WORKMANSHIP. They have developed one of the largest showrooms of decorator samples in Northern California. Mr. Littleton works in conjunction with E.F. Oliverio in restoring and refinishing furniture and antiques.</p>	<p>1949</p> <p>PARK ROW BARBER & STYLIST DUKE 936 Park Row Salinas, Calif.</p> <p>Al "Duke" Plapa, first barber/stylist between LA & SF, was a 1967 candidate for U.S. Barber of the Year award. 1st 10 of 15 of 40,000 Calif. barber/stylists selected as charter members in America's Finest Register. He's listed in Who's Who in Men's Hair Styling, 1970, and in the 2nd edition, 1974-75. Duke has his own famous 4-seasons supercut, 1949, a convertible geometric cut that works everywhere today and tomorrow, for all long & short styles, smoothly layered for that confident look.</p>
<p>1950</p> <p>COMMERCIAL TRUCK CO. 703 Abbott St. Salinas, Calif.</p> <p>Commercial Truck has been around a long time. Originally founded by Pete Arnaudo they are still located in the original building and Pete still owns and manages the business. They have approximately 22 employees to serve the customer. They are the dealer in this area for IH Trucks and have parts and service for them. They also handle Cummings diesels, Detroit diesels, Bendix Westinghouse, Caterpillar and parts.</p>	<p>1950</p> <p>SALINAS DISPOSAL SERVICE Offices: 124 Lincoln Ave. Service Ctr.: 1120 Madison Ln. Salinas, Calif.</p> <p>Salinas Disposal Service was originally located at 318 Monterey Street and relocated at its present location 12 years ago. The company is owned by John Chiesa, commercial route mgr.; Andrew Parola, residential route mgr.; Anthony Petri, office mgr.; Emilio Ratto, service center mgr.; and Rinaldo Rossi, landfill and PR mgr.; Salinas Disposal Service serves the entire Salinas area in residential, light commercial and heavy industrial garbage pick-up. They thank the people of Salinas for the opportunity of serving the area for the past 27 years.</p>	<p>1950</p> <p>DICK BRUHN "A Man's Store" 300 Main St. Salinas, Calif.</p> <p>Dick Bruhn started his first men's wear store in Salinas on April 1, 1950. Since then, he expanded to include M.Lady Bruhn, Harvey Berkusht. The Back Pocket in Carmel & within the past few years has opened The Pant Tree in Chico, Butler's Uniforms & Dick Bruhn's in Sacramento, Nevada. The Woolen Mill in Carmel & also the Men's & Boy's Dept. in Malnick's, Salinas. Dick Bruhn has become the wide range store for Monterey County offering top quality men's, ladies', and boy's clothing.</p>	<p>1951</p> <p>SALINAS AUTOMOTIVE SERVICE 869 Abbott St. Salinas, Calif.</p> <p>Salinas Automotive Service was founded approximately 25 years ago and is now a thriving business in the Salinas area in the automotive field. They have been at their present address many years and are currently managed by Dallas Green. They have approximately 7 other employees helping serve the public in Carburition and Electrical Sales and Service. Their business is "Honesty in Serving You."</p>	<p>1951</p> <p>GIRARDI BEARING CO. 257 John St. Salinas, Calif. & 7360 Railroad St. Gilroy, Calif.</p> <p>Tony Girardi decided 26 years ago to make his own contributions to a smoother running Salinas Valley! In 1951 he founded the Girardi Bearing Co. at its present location and remains owner and manager. Since then, he has expanded his business to a second location in Gilroy. The firm specializes in a full line of bearings. They also handle V-Belt Drives, Power Transmissions, Diamond Roller chain and sprockets as well as other industrial parts.</p>	<p>1951</p> <p>QUALITY CORNER 425 Abbott St. Salinas, Calif.</p> <p>Gordon Hopper and John Whittingham founded Quality Corner in 1951. Their original location was at 708 E. Market St. Their firm is one of the oldest independent auto dealers in Salinas. It has always been Quality Corner's policy to sell only the finest used cars available and to always give individualized, personal service to every customer. Gordon Hopper handles the retail end of the business while John Whittingham spends all his time locating and preparing cars for sale.</p>	<p>1951</p> <p>GEORGE'S MAYFAIR MARKET 1 Mayfair Drive Salinas, Calif.</p> <p>Firm was founded by George and Vera Silveira. Mr. Silveira was formerly owner of George's Meat Market and in 1964 took over the grocery section and the name was changed to George's Mayfair Market. There are six employees. Manager of the meat department is Fred Veira. Manager of the grocery department is Paul Jeantrout. The market features fresh fruits, vegetables, full line of groceries, meats, household items and a complete line of liquors.</p>	<p>1951</p> <p>JOY-PERS SHOES 918 South Main St. Salinas, Calif.</p> <p>Joy-Pers Shoes is owned by Ida and Randy Parola. They feature shoes for the entire family, specializing in personal attention with each fitting. They also carry orthopedic shoes in stock. Shop Joy-Pers Shoes, your family owned shoe store for the past 26 years.</p>
<p>1952</p> <p>P.E. OHAIR CO. 1355 Burton Ave. Salinas, Calif.</p> <p>The business was founded 24 years ago and was called Western Plumbing Supply Co. LTD and then was changed to P.E. Ohair Company. The business has always been at this location. The Salinas branch is 1 of 10 throughout the country. They have approximately 35 employees serving the Salinas area. They are wholesalers of plumbing, industrial and underground supply.</p>	<p>1952</p> <p>SERVICE STATION EQUIPMENT CO., INC. 1083 Harkins Rd. Salinas, Calif.</p> <p>The business is presently managed by Dan Murphy. The business was originally located on North Main St. They have a total of 15 employees serving the Salinas area. They specialize in Service Station & Petroleum sales, repair and installation.</p>	<p>1952</p> <p>FRANK ABLETT LINCOLN-MERCURY 640 Abbott St. Salinas, Calif.</p> <p>Previously known as Salinas Lincoln-Mercury, The Lincoln-Mercury dealership was founded in April of 1952 by Joseph W. Cochran and was called Salinas Motor Company. In 1962 Frank Ablett and Mr. Cochran became partners and now the business has changed completely to FRANK ABLETT LINCOLN-MERCURY. They sell and service all of the Lincoln-Mercury line and also the Capri and Bobcat. For a Great Buy on a Lincoln-Mercury automobile, see us today.</p>	<p>1952</p> <p>BLAIR & PRINCE REALTORS 1101 N. Main St. Salinas, Calif.</p> <p>Lamar Blair opened the doors of Blair Realty in 1952. In 1973 he formed a partnership with George T. Prince to become BLAIR & PRINCE, REALTORS. Mr. Prince has been associated with Mr. Blair in the capacity of Associate Broker for the past 17 years and in 1975 became the sole owner of the firm. The staff has increased in size to include specialist in farm acreage, new tract homes, apartment buildings, Corral de Tierra lots and all resale homes. The firm is a Member of the Salinas Board of Realtors and Multiple Listing Service.</p>	<p>1953</p> <p>DRIV'N'EAT 301 E. Alisal St. Salinas, Calif.</p> <p>Originally opened 24 years ago by Mr. Hickenbottom. As of April 1st of this year Gary Hughes and Roger Milligan became owners of the business. The company employs 7 people with Karen Milligan as the manager. Driv'N'Eat is a fast food restaurant with hamburgers, pizzas and Spanish foods to go or eat there. Call ahead with your order if you are in a hurry.</p>	<p>1953</p> <p>SMALL'S CONSTRUCTION COMPANY 1051 Terven Ave. Salinas, Calif.</p> <p>Small's Construction Co. was founded 24 years ago by D.E. "Bud" Small as president. The firm incorporated in 1974 with his son James Small as vice president. The company employs approximately 30 people. Small's Construction Co. offers a complete design, engineering and construction service for the specific requirements of the individual. They do commercial, industrial and residential construction as well as remodeling, specializing in concrete tilt-up construction. Small's services the entire Monterey County.</p>	<p>1954</p> <p>BOKAY NURSERY 30 Hitchcock Rd. Salinas, Calif.</p> <p>Bokay Nursery, originally located at 16 Hitchcock Road, is now located in the Old Spring School. It was purchased in 1956 by Bob Nilson. He and his two sons, Jeff and David, run the family operation. Bokay carries the largest variety of plants in Monterey County, including a good selection of native dry tolerance plants. There is ample parking, so stop in and see the complete line of house plants, garden plants, seeds, gardening tools and supplies, and pottery, 1 mile south of town on the Monterey Highway.</p>	<p>1954</p> <p>ALABAM'S USED CARS 356 E. Market St. Salinas, Calif.</p> <p>Eli "Alabam" Booser founded this firm as a small used car lot at 678 E. Market St. and from this small beginning it has grown to include Alabam's Used Cars on Market Street and A-1 Auto Wreckers, their busy towing service on Madeira Street. Alabam still energetically oversees the entire operation while his son, Eli Jr. "BO" Booser acts as his General Manager.</p>

WHO'S WHO

In Salinas and Monterey County Business and Industry
Keep this interesting and chronological listing. These firms have played a vital role in the growth and progress of this area.

<p>1954</p> <p>GORDITO'S MEXICAN RESTAURANT 901 E. Alisal Salinas, Calif.</p> <p>23 Years in Salinas, Gordito's was originally located at 48 Pajaro Street. This is a family business that was bought in January and is managed by Pablo Hernandez, who employs 8 people. Mr. Hernandez formerly owned Tico's Drive-In on Market Street. Gordito's features superb, authentic Mexican home cooked dishes in a family atmosphere.</p>	<p>1954</p> <p>GROWERS EXCHANGE, INC. Growers Exchange was formed in 1954 and operated solely in Salinas Valley. It was owned by Tom Nunes, Robert Garguilo, Hal Moller, Clark Drury, L.H. "Silk" Howard and Bill Brown. In 1957, they expanded their operation to Imperial Valley, Central Arizona, Colorado & New Mexico. When the Nunes Brothers formed their own company, Growers Exchange continued in Arizona, New Mexico and Calif. In 1970 they moved their main offices back to Salinas. The owners are Bill Brown, Hal Moller, Lael Lee, Robert Kuhnau and D.R. Mitchell. Their basic crops, which they grow, pack and ship, are lettuce and celery.</p>	<p>1955</p> <p>WESTERN BUILDERS, INC. 3 Navajo Drive Salinas, Calif.</p> <p>Michael G. Hughes is the founder and President of Western Builders. The firm started in 1955 as Salinas Valley Realty and was located at 217 Main Street. Western Builders has built over 1000 moderately priced homes and apartments in Salinas since 1955. They started a new subdivision, El Dorado Park, 4 years ago which is now completed.</p>	<p>1955</p> <p>SHERWOOD HARDWARE 929 N. Main St. Salinas, Calif.</p> <p>Sherwood Hardware has been under the present ownership and management of Richard & Ann Weber since April 1, 1972. The Webers employ Alice Furman and Glen Fair. Sherwood Hardware has everything for the home and garden and a complete houseware, gift and appliance section. They stock such brands as Sherwin Williams paints, Scotts lawn care, Weber barbecue, and Toro mowers. Sherwood Hardware has one of the most complete and largest stock of hardware and related items.</p>	<p>1955</p> <p>BROWN REALTY 500 Lincoln Ave. Salinas, Calif.</p> <p>Real Estate firm founded 22 years ago by Ethelyn Brown. Brown Realty offers complete real estate service including residential and income properties. The firm is extremely active in the real estate profession and its associations. Mrs. Brown is past regional Vice-President of the California Real Estate Association, past President of the Salinas Board of Realtors, and a charter member of the Salinas Multiple Listing Service. She takes pride in being the first member of the Monterey County Apartment Owners Association.</p>	<p>1955</p> <p>STAN LISK SPORTING GOODS 931 South Main Salinas, Calif.</p> <p>Stan Lisk has been catering to the needs of the Salinas Valley Sportsman for 22 years. He has two stores, located in Salinas and King City. Stan Lisk Sporting Goods in King City is managed by Dan Lisk.</p>	<p>1956</p> <p>COOPER TEXACO 822 N. Sanborn Rd. Salinas, Calif.</p> <p>In 1956, Charles Cooper opened his first Texaco station located on Sanborn Road. Due to growth he relocated at Alisal and Eucalyptus streets, keeping many steady customers. In 1968 he reestablished his business at 100 E. Market St. and now is presently at 822 N. Sanborn Rd. Along with Texaco gas, his services include auto repair and recently his time has been spent on pickups and campers.</p>	<p>1956</p> <p>SMITH SIGNS 273 Griffin St. Salinas, Calif.</p> <p>Founded 20 years ago by Jack Smith, and originally located on Alisal St., the firm moved to its present location in 1963. Mr. Patrick Turpin purchased the company in January 1968, and is the present owner-manager. Mr. Turpin employs two persons in his firm. His company offers complete sign service such as plastic, carved, redwood, metal, silk screening, decals and wall signs.</p>
<p>1956</p> <p>JACK BARNES AUTOMOBILES 504 Abbott St. Salinas, Calif.</p> <p>Jack Barnes Automobiles is one of the oldest independent used car dealers in Salinas. For the past 20 years Jack Barnes has worked hard to carry only the finest used cars available and to back them up with a strong service warranty. His efforts to consistently carry fine automobiles has paid-off and enabled him to build up one of the largest bodies of repeat clientele in the area.</p>	<p>1956</p> <p>KIRBY SALES & SERVICE 32 W. Gabilan Salinas, Calif.</p> <p>Kirby was first franchised in 1956 in Salinas. The Owner is Lyle Sibley, manager is Paul Kooztz. In addition to selling new, used, and rebuilt vacuum cleaners, we service and repair all makes and models. Have parts, bags, filters, hoses, and all types of disposable bags.</p>	<p>1957</p> <p>SALINAS TRAVELODGE 425 Monterey St. Salinas, Calif.</p> <p>The Salinas Travelodge was opened by Mr. R.B. Cozzens in 1957. The new owner is Joe Kim. In 1962, 22 units were added, so the Salinas Travelodge has 69 rentals to offer, each with fresh linens daily, electrically controlled heating, coffee, color TV and telephone in each room, plus the convenience of a pancake house close by.</p>	<p>1957</p> <p>TOLAN CADILLAC OLDSMOBILE 301 Monterey St. Salinas, Calif.</p> <p>George E. Tolan has been the owner of the firm since 1957 and now employs 33 persons. Floyd Latham is service manager, supported by Bob Vaughn and Larry McFadden, assistant service managers. Bob Montgomery, with over 26 years experience, heads the sales department. Tolan Cadillac-Oldsmobile offers complete sales and service and a fine stock of completely reconditioned and guaranteed used cars.</p>	<p>1957</p> <p>A & W DRIVE-IN RESTAURANTS Salinas, Seaside & Watsonville</p> <p>The first A&W Restaurant was founded in 1957 by Mr. Fred Woods. In 1966, Mr. Gaylon Haney purchased the business and did so well he opened the 1333 N. Main A&W in 1972, the Seaside A&W at 1830 Fremont in 1974 and the Watsonville A&W in January of 1977. Gen. Mgr. is Dane Askins. Managers are: Bill Campau, Maple St., Larry Harris, Main St., Pat Camposanto, Seaside, and David Bentley, Watsonville. Mr. Haney employs 80 full & part-time persons. A&W features the Papa, Mama, Teen & Baby Burgers & the Super Papa.</p>	<p>1957</p> <p>VALLEY CENTER BOWL 1081 South Main Salinas, Calif.</p> <p>Rex Lincoln, President and General Manager of Valley Center Bowl, boasts recreation for the whole family under one roof! A.M.F. Automatic Scorers are just one of the improvements that have been made during their recent remodeling plan which began in July, 1976. Together with 30 lanes, billiard room, enlarged locker room with 300 new lockers, and a playland for children with a separate crib room, Valley Center Bowl offers a coffee shop, dining room and cocktail lounge, and it's definitely a favorite spot of Salinas Valley residents.</p>	<p>1957</p> <p>THEIL HAMPTON REAL ESTATE 40 West Alisal St. Salinas, Calif.</p> <p>Theil Hampton is extremely active in Monterey County real estate. Born in Salinas, Theil opened his first real estate office in Monterey in 1957. She moved to her present location in Salinas in 1968. Theil is a 2 year past president of the Monterey Peninsula Board of Realtors and past regional Vice Pres. of the California Real Estate Association. She has been active for the past few years in the Salinas Board of Realtors. Theil Hampton Real Estate employs 6 salespeople who specialize in ranch land and homes.</p>	<p>1957</p> <p>DOC'S TOW & STORAGE INC. 482 E. Market St. Salinas, Calif.</p> <p>The business was started approximately 19 years ago and in 1964 was bought out by Leon Gimm who presently owns and manages the business. They also have a branch in Soledad and serve the Salinas Valley in towing and export of automobiles, trucks, buses, farm and construction equipment.</p>
<p>1957</p> <p>RAIN FOR RENT El Camino Real North and Spence Road Salinas, Calif.</p> <p>The business was originally founded by Charles P. Lake and up to a couple of years ago was managed by Eldon Kizzior. Eldon was promoted to general sales manager over the branches. So, presently the manager is Charlie Henson who took over Mr. Kizzior's position. They have approximately 11 employees serving the area and have a total of 16 branches in the Western United States. They specialize in Aluminum Agricultural Irrigation Rentals and Sales.</p>	<p>1957</p> <p>SALINAS VALLEY SERVICE CO. 617 E. Alisal St. Salinas, Calif.</p> <p>Serving the Salinas-Monterey area since 1957, Salinas Valley Service Company has been owned for the last 10 years by Bill Whitmire. They offer sales of new Whirlpool and O'Keefe & Merritt appliances as well as expert service on GE, Maytag, Whirlpool, Kenmore, Kelvinator, Westinghouse, Hotpoint and most major appliances.</p>	<p>1958</p> <p>A-1 AUTO WRECKERS 26 N. Madeira St. Salinas, Calif.</p> <p>Eli Alabam started the business in 1958 in auto wrecking but his main business is the tow service which is open 24 hours and they specialize in SERVICE. They have just about any automotive part you could want for your car and if they don't they can get it. Stop in any time and ask for Eli Jr. "BO". General Manager for the part you need.</p>	<p>1958</p> <p>TEDDY BEAR TOY SHOP 921 North Main St. Salinas, Calif.</p> <p>The Teddy Bear Toy Shop has been family owned and operated in Salinas for 18 years. Since opening here in 1958, Mr. John Lyons has opened another store in Aptos, Calif. to serve your every need in toys. Shop Teddy Bear Toy Shop in the Sherwood Gardens Shopping Center.</p>	<p>1958</p> <p>SAWYER & MCCARTY CO. 3 Spring St. Salinas, Calif.</p> <p>Sawyer & McCarty has been located on Spring Street since 1965 when they moved from the original location on Roosevelt Street. They service the entire Monterey County area with plumbing, heating, sheet metal and air conditioning service. They employ over 40 full-time employees and are qualified to meet your every plumbing and heating need in both residential and industrial areas.</p>	<p>1958</p> <p>E.A. GRENSTED COMMERCIAL PHOTOGRAPHY 803 E. Alisal St. Salinas, Calif.</p> <p>Founded 19 years ago by E.A. Grensted, who is presently owner and manager. Mr. Grensted's studio equipment includes a wide range of lighting and props, cameras from 35mm through 8x10 for a variety of coverage in any size format. The darkroom is completely equipped for processing, and the firm offers a complete range of industrial and commercial photography in color and black & white. Services include aerial, advertising, architectural, commercial, illustration, publicity, movies, murals, copies, legal and weddings as well as executive portraiture.</p>	<p>1958</p> <p>FREEMAN LUMBER COMPANY 2626 El Camino Real North Salinas, Calif.</p> <p>Founded 18 years ago by David Freeman, Sr. and was originally located in Aptos. At that time Mr. Freeman specialized in demolition work. The firm relocated to Salinas in 1962, dealing in lumber and residential construction. Wayne Freeman and David Freeman, Jr. presently operate the firm which deals exclusively in redwoods, fence construction and materials for fencing. Plans for future expansion are now under way.</p>	<p>1959</p> <p>KENDALL MOTOR CO., INC. 406 Abbott St. Salinas, Calif.</p> <p>In it's early beginnings back in 1959 Kendall Datsun was known as Salinas Rambler Motor Co. and was founded by Kendall Shaffer, Sr. The present name was adopted in 1970. The company presently has 28 employees and has received the "Datsun Quality Dealer Award" for exceptional service in Sales, Service, Parts-Management, Advertising, and Customer Relations. Kendall Datsun is Salinas' authorized Datsun Dealer but also has brand new customized vans and a large selection of quality used cars.</p>
<p>1959</p> <p>REAVIS & WILLIAMS BUILDERS AND REALTORS 606 E. Alisal St. Salinas, Calif.</p> <p>In 1959 Lewis Reavis and Joe Williams were strictly home builders and built in the Castroville and Salinas area. In 1966 they started in to real estate sales and obtained their broker's license in 1974. The firm presently employs 9 people. Due to construction background experience Reavis & Williams say they are better able to establish the fair market value on the homes they handle giving both the buyer and the seller a fair and equitable settlement.</p>	<p>1959</p> <p>PINK POODLE FARM 19000 Moro Rd. Salinas, Calif.</p> <p>Seventeen years of knowledge and experience gave C. Buck and Una Buckmaster the needed background to open their breeding kennel. Their stock of AKC Toy Poodles are champion sired and careful effort is made to keep healthy stock and also to match colors. With their thorough interest and willingness to lend a helping hand with dogs, it is easy to understand why they are able to stand behind every puppy's health.</p>	<p>1959</p> <p>OWEN REAL ESTATE 17500 Vierra Canyon Rd. Salinas, Calif.</p> <p>Firm founded 17 years ago by Mrs. Gail Owen. Mrs. Owen is assisted in her business by her daughter, Sherry Owen and her husband, Sam Owen, both licensed Real Estate Salespeople specializing in residential properties, acreage, ranches, and investment properties. Owen Real Estate recently added two salespeople to their staff: Alma Codair and Tex Ryan.</p>	<p>1959</p> <p>IDEAL ELECTRIC 424-0789</p> <p>With over 35 years experience to his credit, Fred Jenkins owns and operates Ideal Electric, Health & Safety Wiring where quality and service come first! A small company specializing in small jobs, Ideal Electric is skilled in wiring for 220 ranges and dryers as well as any job you might need completed!</p>	<p>1960</p> <p>ACE CHEMICAL TOILET SERVICE 479 El Camino South (4 miles south of Salinas) 422-0711 or 422-3997</p> <p>Just 7 years ago, with 25 years of experience to his credit, Cliff Henry opened Ace Service. Prior to this time he had a partial lease with another sanitation company which opened in 1960. In this short time, Mr. Henry has increased his business three-fold and now services Monterey, Santa Cruz, Santa Clara and San Benito counties. Their slogan is "ACE IS THE PLACE" (which means every call is an emergency!)</p>	<p>1960</p> <p>FISH AND DOG HOUSE PET CENTER 141 Monterey Street Salinas, Calif.</p> <p>Founded 18 years ago by Mrs. (Marion) Tavernetti, the store has remained at its present location since its opening. Mrs. Tavernetti's daughter, Tiffany Worthy, became owner of the store in July 1975. "Pet Care Center", a second store is located on Ft. Ord. A vast and unique variety of pets are to be found, including unusual birds, reptiles and fish. Professional grooming is also done in your complete pet department stores. They have the largest inventory of pets and supplies in Monterey County.</p>	<p>1961</p> <p>GHEHT VOLKSWAGEN, INC. 801 S. Abbott St. Salinas, Calif.</p> <p>Richard Gheht purchased this active agency in 1961 and operated at 125 Monterey Street until December of 1965. By then, the VW popularity demanded larger quarters. A complete new facility on Abbott Street was then opened and the firm continued to dominate the economy car market. In 1973, Gheht's Volkswagen took on a new look with the front wheel drive Dasher, Rabbit, and Scirocco showing the way to the future.</p>	<p>1961</p> <p>ROY'S DRIVE-IN 1306 N. Main St. Salinas, Calif.</p> <p>Mr. Leroy Kreeger, owner, opened his Drive-In Restaurant in North Salinas in 1961. Roger Patterson is the Manager of this fast food service restaurant. 8 people are presently employed. COMPLETE DRIVE-IN MENU</p>
<p>1961</p> <p>ARCO TRUCK TERMINAL 935 Abbott St. (corner of Sanborn Rd.) Salinas, Calif.</p> <p>Ron, Dale and Rex Gieg are partners in this family business which employs 28 people to operate a full facility truck terminal including automatic truck washing, the Truckadero Cafe for good food and fast service and a location convenient to Highway 101.</p>	<p>1961</p> <p>CAL STATE PROPERTIES 1052 Cass, Monterey 623 Lighthouse, Pacific Grove 667 Monterey-Salinas Hwy.</p> <p>One of the largest real estate firms in Monterey County, Cal State Properties serves the Monterey Peninsula, Carmel, Carmel Valley, Corral de Tierra, San Benancio, Salinas, Unedale and North and South County areas. This well established firm reciprocates with other boards throughout the state and specializes in all phases of Real Estate. The staff is always ready to help you succeed in your real estate needs.</p>	<p>1962</p> <p>SALINAS TRAVEL CENTER 252 Main Street Salinas, Ca.</p> <p>The firm was founded in August 1962 & purchased 6 months later by Dick & Alice Kimber, present owners. The Kimbers introduced a travel background to the Salinas area that was unparalleled then or now. 22 years of varied experience with a major airline coupled with living & working in Europe, Middle East & Africa have put real meaning into one of the Kimbers' themes: Travel Experience Since 1941. Salinas Travel—now in a new location, is one of the largest full service travel agencies in Monterey Bay area.</p>	<p>1962</p> <p>PALADIN MOTORS 260 E. Market St. Salinas, Calif.</p> <p>Ernie Vivolo, founder of Paladin Motors has been in the automobile business since 1949. His first business was started in 1956 and named A&E Time Autos at 711 E. Alisal St. In 1962 Paladin Motors opened at it's present location. Paladin Motors is the authorized dealer for Triumph & Subaru automobiles and Indian Motorcycles. The firm has a complete shop and service facility. In addition to their new car selection they carry a large selection of foreign and domestic cars.</p>	<p>1962</p> <p>BIG BEAR WHEEL ALIGNING SERVICE 65 Chamberlain St. Salinas, Calif.</p> <p>Big Bear was originally located on Abbott St. in Salinas. Four years ago they moved to their present location just off the 400 block of Abbott Street. Jerry Rehn is the manager of the shop which specializes in fire alignment, speed wheel balancing, brake work. The four people employed by the firm take a lot of pride in their work and will do the best job possible in servicing your car, truck or van.</p>	<p>1962</p> <p>EMCO 1095 Harkins Rd. Salinas, Calif.</p> <p>Originally founded in King City 14 years ago, EMCO moved its location to Salinas in 1973 and is presently located at 1095 Harkins Road. Equipment Maintenance Co. was founded by Phil Vincenz. EMCO serves the public in farm machinery, sales and service.</p>	<p>1962</p> <p>P&L FURNITURE & P&L BARBER SHOP 612 El Camino Real North Salinas, Calif.</p> <p>P&L Furniture was founded in 1962 and presently owned and managed by Pearl & Luther Maddy. They offer a complete selection of furniture for the home and guarantee the lowest prices in Monterey County. Mr. & Mrs. Maddy opened the doors to their barber shop in 1968. They presently employ four barbers: Ada Fargnone, Jess Magana, Mariano Ponce, and Harold Orcutt.</p>	<p>1962</p> <p>ALDO PERA MOBIL STATION 1097 S. Main St. Salinas, Calif.</p> <p>In 1962 Aldo Pera took the big step of opening his own business after a course at the Mobile Oil Training School. His gas station then consisted only of his 4 pumps, one employee and his own professional enthusiasm! In 1970 the station was rebuilt and now offers the services of eight pumps, five employees, minor mechanical repairs, tune-ups and complete brake jobs.</p>
<p>1963</p> <p>POULTON REAL ESTATE 17 San Juan Grade Rd. Salinas, Calif.</p> <p>Poulton Real Estate was founded 14 years ago by Mrs. Amy Poulton. Mrs. Poulton originally had her offices in the Hotel Jeffery. In 1972 she moved to the present location across from Northridge Shopping Center. Poulton Real Estate takes great pride in giving personal service to all clients. They handle residential, commercial and investment real estate.</p>	<p>1963</p> <p>COAST ROOFING CO. 467 E. Market Salinas, Calif.</p> <p>This company was founded 14 years ago by Cliff Townsend, present owner and operator. Coast Roofing has a new added this year, having moved from 155 Griffin. Mr. Townsend currently employs 8 people. His firm services Monterey and San Benito counties doing both commercial and residential tar & gravel and composition roofing, as well as repair and reroofing work.</p>	<p>1963</p> <p>BOB WILLS DODGE 132 Monterey St. Salinas, Calif.</p> <p>The firm handles a complete line of Dodge automobiles, Dodge trucks and the new Colt. Their up to the minute service department is equipped to handle all service problems. Bob Wills Dodge employs approximately 30 people in their sales, service and administrative departments. Stop in anytime and say Hi. The Home of the "DODGE BOYS!"</p>	<p>1964</p> <p>KARNOW'S KAMERA 929 South Main Valley Center Salinas, Ca.</p> <p>Karnow's Kamera has been owned and operated by Chuck Karnow for the last 12 years. It was originally located at 549 Lighthouse Ave., Pacific Grove. They carry cameras, accessories, dark room supplies, and all associated items in top quality brands. They also carry a fine selection of frames & photos & offer top quality Photo finishing. Looking for Novelties & Gag Gifts? They have a new line — come in and treat yourself!</p>	<p>1964</p> <p>ROBERT'S COIFFEURS 22756 Portola Drive Toro Park Center Salinas, Ca.</p> <p>Robert's Coiffeurs is owned and operated by Robert Lee Amaral. It was originally located at 521 South Main St. then moved around the corner to 7 Winham St. Presently they are located in Toro Park Center, Monterey-Salinas Highway. Mr. Amaral, along with Kathy Courrejou, Wynona Arabia, Diane Reader and Sharon Galligan give the best in personalized hair care for men and women.</p>	<p>1964</p> <p>VALLEY NATIONAL BANK 430 Main Street Salinas, Calif.</p> <p>A locally owned and operated bank, Valley National Bank was founded in 1964 at its previous address 45 W. Alisal St. Now located at 430 Main Street, the Main Branch has expanded its operations to include 7 additional branches: Prunedale, Sherwood Gardens, Monterey, Pacific Grove, Freedom, Watsonville, and Salinas Drive-In bank located at Monterey & John with Saturday banking for your convenience. Valley National proudly serves the Monterey & Santa Cruz counties in checking, savings, Time Certificate Deposits, and low interest loans.</p>	<p>1964</p> <p>MODERN MARINE COMPANY 30 E. Market St. Salinas, Calif.</p> <p>John Carothers is the owner and founder of Modern Marine Co. John has always loved the outdoors and opening a business that offers unlimited outdoor enjoyment for everyone was a natural for him. The firm carries a complete line of Yamaha Motorcycles, Evinrude outboard motors and Mercury and a large inventory of boats. John and his employees are also kept hopping in their service, parts and accessory departments. Modern Marine is known as the family boating center of Salinas.</p>	<p>1962</p> <p>"WHO'S WHO" Makes Interesting Reading.</p> <p>Read them all and you'll know who owns and operates hundreds of Salinas' finest business firms.</p>

WHO'S WHO

In Salinas and Monterey County Business and Industry

Keep this interesting and chronological listing. These firms have played a vital role in the growth and progress of this area.

1964	1965	1965	1965	1965	1965	1965	1965
CROUSE REALTY 13 East Laurel Dr. Salinas, Calif. Impressed on his first visit with Salinas' future growth potential and its desirability as a place to live and work, Lloyd Crouse established the firm which bears his name. Associated with Crouse Realty is Deanie Wheeler. Crouse handles residential, commercial and ranch properties. The firm is a member of the Salinas Board of Realtors.	GAY DALES, INC. REALTORS 444 South Main Gay Dales opened his real estate office 12 years ago, is currently sales representative for the Northgate Subdivision & has recently opened a branch office in the Toro Park Shopping Center. Main Street office staff includes 11 full time salespeople: Ben Moore, Larry Amburn, Rick Filipowicz, Bonnie Robinson, Debbie Moore, Effie Vosti, Bobbie Sanborn, Manuel Hidalgo, Kathy Yamamoto, Alice Asher, Yolande Whitlock, & secretary Carol Westfall. Toro Park staff includes: Fred Bates, Jill Johnson, Bob Whitlock, Lee Burnett, Mynette Ecker & secretary Frankie Messerli.	MACK REALTY 123 E. Alisal Salinas, Calif. Patrick Mack, Realtor, founded the agency in 1965. Mack Realty has been serving this area for 12 years and specializes in residential and commercial property sales. The Agency is sales representative for the Oak Hills Subdivision and recently opened a branch office in Marina. Working with Mr. Mack are Associate Realtors, Beulah Mack & Anne Smith, & Realtor Associates Jim & Nancy Matos, Diana Wogen, Nancy & Bill Meneses, Patricia Ring and Manuel Rodriguez.	RAMSEY WELDING MACHINE SHOP 478 Brunken Ave. Salinas, Ca. The firm was originally located at 32 Chamberlain Street and moved to its present location in 1972. It is owned and managed by Leonard Ramsey with his son Ronald Ramsey as co-owner. Ramsey Welding and Machine Shop is noted for doing ALL TYPES of welding and machine work, repair on all types of hydraulics, design and manufacture of hydraulic units and resale of hydraulic components. Complete test facilities available. Job shop and manufacturing are also done.	MCDONALD'S RESTAURANTS 810 East Alisal St. 1365 North Main St. Mr. Roger Emanuel opened the Alisal St. business in March of 1965 and did so well he opened a second McDonalds on North Main St. in July of 1973. Mr. Kenneth Rhule manages the Alisal restaurant, assisted by Mr. Lowell Larson as Supervisor. Mr. Darryll Kitchen manages the North Main business. Arthur Franklin does the maintenance at the Alisal restaurant. There are approximately 120 employees altogether. Visit McDonalds for good and fast service!	JIM REAVIS, REALTOR #5 Navajo Dr. Salinas, Calif. Jim Reavis has been in the business of building homes since 1959. This building experience allows him to better estimate the present market value of the homes he sells, enabling his customers to get a fair & equitable price for their homes. Due to his unique position as a Realtor as well as a contractor he is able to take your present home as a trade-in on one of his new homes. A staff of eight is employed to help you with any of your real estate needs.	SALINAS AUTOMATIC TRANSMISSION 249 Griffin St. Salinas, Calif. Salinas Automatic Transmission was originally founded in 1965 and is presently owned and managed by Al Nunes. He has two sons Ron & Al Jr. helping him make this a family operation. They work serving the public in Domestic and Foreign Automatic Transmissions.	HOUSE OF HARDTOPS 322 E. Market St. Salinas, Calif. Founded 11 years ago and presently owned and operated by Ron and Kay Harmon, life long residents of the Salinas Valley. Originally located at 286 E. Market St. in 1969, they moved to their present location at 322 E. Market St., there by doubling the size of their used car dealership. In addition to the sale of used automobiles a complete garage service is available.
1965	1965	1965	1965	1966	1966	1966	1966
VALLEY AUTOMOTIVE & WESTSIDE MUFFLER 343 W. Market St. Salinas, Calif. The business was originally started by Doug Stevens and he presently owns and manages it. The automotive side does general automobile repairs and tune-ups etc. and specializes in Motorhomes. The muffler shop handles the exhaust system. So whatever your car or motorhome needs, they can fix you right up. Stop in anytime.	ABBOTT STREET RADIATOR Salinas, Calif. Bob Pence and Ed Podeszwa are partners in Abbott Street Radiator and have been open about 12 years. They have one other employee, Tom Podeszwa, the brother of Ed. Besides radiator work they also repair automotive air conditioning units and install.	ALISAL LAUNDRY 7 N. Hebborn Salinas, Calif. The Alisal Laundry is a hard working business and works hard to please their customers. They specialize in hard to do items such as canopies for beds, fancy table cloths, etc. Whatever your needs in this field call us today—Alisal Laundry.	C.H. MOORE CONSTRUCTION CO. General Building Contractor 425 North Main Salinas, Calif. Mr. Moore has been serving the Monterey County area for the past 12 years. He employs 10 people in business building commercial buildings, homes and apartment houses. C.H. Moore Construction also makes additions to and remodels homes and apartments, does residential planning and designing of custom homes.	SHERWOOD CAR WASH 1063 N. Main St. Salinas, Calif. 422-6954 Sherwood Car Wash was originally owned by Al Pierce and Clair Bingham. It has changed hands a few times since, and was purchased in 1975 by the present owner, Al Miller. Along with washing and waxing cars, ARCO gasoline is sold. Take 5-10 minutes to drive through the Sherwood Car Wash, where 75% of the water used is recycled. You'll get lots of friendly service as well as a clean and shiny car.	PRUNEDALE PROPERTIES 7901 San Miguel Cyn. Rd. Salinas, Calif. Leo and Dennis Keith, founders, opened their Real Estate office in 1966 at 1011 El Camino Real North, where they were known as Keith Realty. In May, 1966 they moved to their present location. Prunedale Properties full time staffing includes: Donald Dunsford, Kathy Escobar, Tim Folendorf, Luetta Twitchell, Janet Shepherd, and Ed Forrest. They specialize in selling country, residential properties and acreage. They are also involved in the development of rural properties and construction of single family homes.	DAN'S MOBILE HOME SALES, INC. 589 El Camino Real North Salinas, Calif. Founded 10 years ago by Dan and Pat Johnson. Mr. Johnson passed away in 1969, and Mrs. Pat Johnson Rayse is now the owner and operator of the firm. Dan's has remained at its present location since its origin, and in 1974 expanded to a second location in Capitola. Employing 12 persons, Dan's has the largest mobile home display lot in the entire area.	A-1 RENTS 355 E. Market St. Salinas, Calif. A-1 Rents was founded by Jim Shade in 1966 and is now a thriving business in the Salinas area. They were originally located at 278 E. Alisal St. Then moved to their present address. They have one branch store in Monterey and 24 employees to serve you. Their rental business includes hospital beds to large tractors and other heavy equipment. So whatever your needs, they have it.
1966	1966	1966	1967	1967	1967	1968	1968
RAY'S OFFICE MACHINES 8 & 12 Clay Street Salinas, Calif. Ray's Office Machines was founded by Ray Gamboa approximately 11 years ago and Ray still owns and manages the business. They have always been at this location. Ray's Office Machines is now the Royal dealer, as well as dealer for Toshiba electronic printing calculators. With 4 employees, they serve the entire area in office machine sales and service. Whatever the need in office machines, call Ray's Office Machines.	FORREST WEEKS AND ASSOCIATES INSURANCE 933 N. Main St., Suite E 424-1412 Forrest Weeks is a long-time resident of Salinas, where he has spent most of his business career offering financial advice and help to his growing clientele. An independent broker in the insurance field, Forrest can help you with all your insurance needs including life, hospitalization and Cancer Care. He represents many companies including Penn Mutual, INA, American Family Life, Prudential and many others.	POWERS RENTALS 210 W. Market St. Salinas, Calif. WERENT MOST ANYTHING PLUS WE DELIVER WE HAVE Air compressors Trucks-Trailers Tools-Tractors Mixers-Welders Pumps-Generators Ladders-Trenchers AND MORE So whatever your needs in this field—Call us today. 424-2967.	REDI WESTERN 305 Broadway King City, Calif. Redi Western was founded by A.E. Rediger & Sons. The original store is located in Paso Robles and has grown from one store to four and from two employees to approximately 30. The present branch in King City is managed by Becky Tully. They serve the area in fine western wear and tack. Next time you're in the area stop in.	AAMCO AUTOMATIC TRANSMISSIONS 137 Monterey St. Salinas, Ca. AAMCO Automatic Transmissions began serving the people of the Salinas area in 1967. Working together as partners, Lew Clark and Wes Blackwell, along with 7 employees, specialize in Automatic Transmission Sales and Service.	JONES REALTY 1010 Connelly St. Salinas, Calif. Formerly known as Jones & Gilliland Realty until Mr. Gilliland passed away this year. The firm presently employs 4 people and is operated by Herb Jones. The business specializes in residential and income property and offers many services to the person who is buying or selling real estate. Every effort is made to tailor a program to the specific needs of each individual. "Honesty and Integrity With All the Facts Disclosed" are the watchwords of this firm.	DER WIENERSCHNITZEL 711 E. Alisal St. Salinas, Ca. Der Wiener schnitzel, located on Alisal St., is owned by Mr. Harry Chastain. Mr. Chastain employs 30 of our local students, and during peak seasons, 40. Besides supplying the delicious variety of hot dog selections, Corn Dogs, Polish Sausage Sandwiches, French Fries, Milk Shakes & Soft Drinks and the NEW "Super Burgers." He also caters for parties and provides supplies for special school parties and activities.	BRIAN RIANDA REALTOR 680 E. Romie Lane Salinas, Calif. Mr. Brian Rianda began his firm eight years ago. He has however been involved in Real Estate for many years. The company offers its clients a complete real estate service. They handle residential, commercial and investment properties. Brian Rianda Realtor also offers property management service.
1968	1968	1968	1968	1968	1968	1968	1968
IKE'S QUALITY CARS 430 E. Alisal St. Salinas, Calif. Ike Abergel bought out the original owner last year and has been serving the Salinas area ever since. He has premium automobiles and can help you in selecting a car that will last you a long time plus he can save you some money. Stop in anytime.	MID-VALLEY REALTY 426 Salinas St. Salinas, Calif. Mid-Valley Realty was founded eight years ago by a unique combination of realtors, Harry Rhodes, Jr., George Tworek, Ernest L. Poncetia, who have brought together one half century of Real Estate experience. Since then a staff of seven sales personnel has been added. Mrs. Doreen Laws is executive secretary for the firm. Mid-Valley Realty offers a full real estate service, handling residential, farm, ranch, commercial properties, and property exchanges.	CASA MEXICO 821 E. Alisal St. Salinas, Calif. Casa Mexico was originally founded by Felix C. Sanchez about 9 years ago and is currently owned and operated by Felix & Juanita Sanchez. They have a well stocked gift shop and specialize in Spanish music-records and tapes. They offer a variety of Mexican imports.	THE BURGER PIT 1141 South Main Salinas, Ca. When it comes to quality meals, Dave and Jane Parton, owners of Burger Pit, serve the best! Dave has 19 years experience and Jane has 6 years with Burger Pit. Their Steaks and Sandwiches are cooked over real charcoal. The Salad Bar offers a wide selection of delicious salads & dressings. Like Coors on tap or Sebastiani Wines? Burger Pit has it! Burger Pit is managed by Gary Brandt & employs 22 people who are dedicated to "Your Dining Enjoyment."	AUTORELLA AUTO PAINTING 430 W. Market St. Salinas, Calif. Bud Athey, President of the Corporation, opened his Salinas auto painting and body shop in 1968. Autorella is also located in Santa Cruz at 2280 Soquel Avenue. 30 people are currently employed by the Corporation. One day service by appointment and auto painting starting at \$49.95 up are offered at Autorella.	PHILIPPINE IMPORTS 201 E. Alisal St. Salinas, Calif. Philippine Imports was originally located on Main St. but moved to their new location in 1975. The store is managed by Aurea Lozada and carries a wide variety of items. They have wood carvings, macrame hangings, capiciez wind chimes & pictures, beaded sandals & blouses, embroidered shirts for men as well as a large supply of Philippine groceries and dry goods. Next time you are by, stop in and take some time to see all the beautiful and unusual items they carry.	CASA DE FLORES 934 N. Sanborn Rd. & 1453 N. Main St. Salinas, Calif. The business originally started at 932 N. Sanborn Road. Expanded in 1971 to triple its original size. In 1975 another store opened in Alvin Square. Casa de Flores offers a wide variety of fresh flower arrangements for weddings, parties, receptions, funeral and hospital bouquets. Also have a large selection of ceramic containers and gift items. Member of FTD and Teleflora.	AUTO ENTERTAINMENT CENTER 906 E. Market St. Salinas, Calif. Auto Entertainment Center was founded by Charles N. Perry and was originally located downtown, then moved to its present location June 1st, 1972. He has the complete sales, repair and installation of auto radios, stereos and accessories. He has a complete stock of speakers, antennas, auto alarm systems for trucks, campers, motorhomes. They carry all top brands. Stop in at Auto Entertainment Center. They'll have what you want and have the best brand.
1968	1968	1969	1969	1969	1969	1969	1970
SALINAS SHAVER CENTER 908 E. Market St. Salinas, Calif. The business was originally founded by Charles N. Perry who presently owns and manages the shop. Originally Salinas Shaver Center was located downtown and then moved to the present address. They are authorized dealers in Remington and Ronson and also service and have parts for all major brands of electric shavers.	HANS TRAVEL SERVICE 16 Midtown Lane Salinas, Calif. 758-3311 Established 1968 and locally owned travel consultant with 22 years experience presenting all scheduled air and cruise lines. We specialize in group travel, independent foreign sophisticated travel arrangements. When traveling on business-foreign and domestic-conference rooms, meetings at destination with counter part will be arranged expertly. Visa Service.	BOB'S GARAGE 225 Kern St. Salinas, Calif. Bob Robicheaux the present owner and manager of Bob's Garage ventured into this business with approximately 18 years experience. He was formerly employed as a Lincoln Continental Specialist. Also Bob's Garage is an official State of California Smog station and tune up center.	STAN'S CUSTOM UPHOLSTERY 346 San Juan Grade Road Salinas, Calif. Stan's Custom Upholstery was founded by Stan Malalopszy about 7 years ago and has moved 3 different times because of growing business and just not enough room. Stan is a graduate of Modern Upholstery Institute and does excellent work in this field. He does upholstery work in furniture and automotive vinyl repair plus Navy work. SEE THE BEST MAN—SEE STAN.	WARREN'S HARLEY-DAVIDSON INC. 321 North Main Street Salinas, Calif. In 1969 Bob and Wanda Warren opened their business for Harley-Davidson which has been represented in Salinas for over 29 years. They employ 5 people and provide sales and service covering all types of Harley-Davidson parts and accessories. Riding apparel such as helmets, boots, jackets, etc., is included in their stock. Also, Wanda being an insurance agent, is able to furnish their customers with insurance they may want for their motorcycle.	SOLEDAD HARDWARE AND LUMBER CO. 900 Front Street Soledad, Calif. Founded eight years ago by D.R. Tankersley, the firm is operated as a family venture. Soledad Hardware and Lumber Co. offers a complete lumber yard, building supplies and a full line of quality points. Also see the upstairs section of the store which is devoted to gifts, housewares, china, linens and gourmet items.	SNELLING & SNELLING KRUSE AGENCY, INC. 701 S. Main St. Salinas, Calif. Ervin F. Kruse opened his agency in May, 1969 in Salinas and a year later opened a branch office in Monterey. In 1972 he opened another office in Santa Cruz. Nov. 1976 he opened an office in Campbell and in May 1977 opened a Bryant Agency, Computerized Executive Placement Agency in Campbell. The number of employees at Kruse Agency is now 30. Snelling & Snelling was founded by Louis Snelling in Philadelphia in 1951, and has grown to include nearly 600 franchised agencies.	SALINAS VALLEY MOBILE HOMES, INC. 1775 N. Main St. Salinas, Calif. Just South of Northridge Shopping Ctr. Salinas Valley Mobile Homes, Inc. is the Monterey County Dealer for Bendix Mobile Homes—A leader in quality and price. THAT'S SALINAS VALLEY MOBILE HOMES, INC. Salinas, Calif.
1970	1970	1970	1970	1970	1970	1970	1970
KENTUCKY FRIED CHICKEN 700 E. Alisal St. Salinas, Calif. Jim and Connie Gaddard own and manage this Kentucky Fried Chicken and have for the past three years. They employ 7 full-time and 14 part-time employees. Food to go includes Col. Sanders Kentucky Fried crispy or regular chicken. Buy it by the bucket or barrel. Also on the menu is potato and macaroni salad as well as cole slaw. They have fresh home made pies (famous for their strawberry pies), mini pies for the individual, home-made rolls, french fries and country style gravy. Soft drinks to go are also available.	JOE PIINI REALTY 263 Lincoln Ave. Salinas, Calif. Joe Piini has been in the real estate business since 1939. In the last five years, he has been joined by his two sons, Jim and John Piini and his son-in-law, Chip Campion. Joe Piini is a member of the American Institute of Real Estate Appraisers. The office specializes in appraisals, real estate sales in farm, commercial and income, as well as residential properties.	WORLD TOURS 265 Lincoln Ave. Salinas, Calif. World Tours is the Salinas Valley's "Door Way to the World." It is owned and managed by Mr. J. Mario Marty, who has been with the company since it started. World Tours employs 6 people and can answer any of your travel needs in 5 languages. For Specialists in business and vacation travel, see World Tours.	ABE'S FURNITURE STRIPPING SERVICE 1328 Burton Ave. Salinas, Calif. The business was originally started by Ken Kelly and then in 1973 it was taken over by Ray Lincoln, present owner and manager. Ray and his wife make this a family business with a family atmosphere. Their business is stripping furniture, paint and varnish removing. They can remove it from your furniture or old car parts — or just about anything that will fit in the shop. They work along with Bix Annex Antiques next door to make it a one stop service.	BIX ANNEX ANTIQUES 1328 Burton Ave. Salinas, Calif. The business was founded about five years ago by Ken Kelly and he presently owns and manages the business. The store has been at this location from the time it started. He has one other employee helping in the business, which is Antique sales, restoration and brass & copper burnishing. Ken's business works in conjunction with Abe's Furniture Stripping Service which is next door. They combine for a one stop service.	KELLY ENTERPRISES 150 W. Gabilan St. Salinas, Calif. George Kelly, owner of Kelly Enterprises, brings over 20 years of insurance knowhow and several years of real estate experience to his energetic firm whose members include Randy Goldman and Charles Eich, sales; Suzanne Hutchinson and Holly Marie Austin, secretaries. The firm handles all real estate and insurance needs, as well as being developer and sales agent for Country Club Meadows.	VONA'S EQUIPMENT SALES & SERVICE 12 W. Curtis Salinas, Calif. Vona's Equipment Sales & Service, formerly known as Lawn Mower Shop, was first opened in 1970 by Pete and Valerie Vona and Danny Lujan. Located at 12 W. Curtis, Vona's Equipment offers a complete line of lawn mower sales and service. They also sell and repair a fine line of water pumps, air compressors & small engines.	"WHO'S WHO" Makes Interesting Reading. Read them all and you'll know who owns and operates hundreds of Salinas' finest businesses, firms.

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In Salinas and Monterey County Business and Industry

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<p>1970</p> <p>VERTICARE Agricultural Helicopters P.O. Box 5127 Salinas, Calif. 422-0685</p> <p>Owned and operated by Jim Cheatham of Salinas. Crop spraying by helicopter is the company's specialty. The helicopters are the most powerful in use in the Salinas Valley. The spray dispersal equipment is designed and built at Verticare to be especially suited to the crops grown in the Salinas Valley.</p>	<p>1970</p> <p>CYCLE STOP 437 Abbott St. Salinas, Calif.</p> <p>Cycle Stop was originally Salinas Motorcycle Repair and in April of 1974 they changed their name and location to Cycle Stop at 437 Abbott St. The business was originally founded by Jan & Mike Valencia and they currently own and manage the shop. Plus now they have a branch store at 1150 Fremont in Seaside. They have approximately 24 years of experience in HONDA and handle all parts and accessories. Stop in at Cycle Stop and you won't need to stop in any place else for your HONDA NEEDS.</p>	<p>1970</p> <p>J & A FIBER-GLASS CO. 1328 Burton Ave. Salinas, Calif.</p> <p>J & A Fiberglass Company was founded 6 years ago by Alex & George Ugale and is presently managed by Alex. They have been at this location from the beginning and they have 4 employees to serve the community. They are Fiberglass Specialists, Custom repair and light manufacturing. Whatever your needs in this field, they can help.</p>	<p>1970</p> <p>KELLY ENTERPRISES 150 W. Gabilan St. Salinas, Calif.</p> <p>George Kelly, owner of Kelly Enterprises, brings over 20 years of insurance experience and several years of real estate development expertise to his energetic firm whose members include Randy Goldman, Suzanne Hutchison, Ed and Ruth Hageman, and Tom Hibert. The firm handles all real estate and insurance needs and is currently developing a property management division. In addition, the firm is both developer and sales agent for Country Club Meadows, Russell Meadows, a duplex-triplex subdivision, and exclusive sales agent for Corral de Tierra Oaks unit #4.</p>	<p>1970</p> <p>LET-US-PAK Airport Blvd. Salinas, Calif.</p> <p>Founded over 7 years ago, LET-US-PAK has over 200 employees growing, packing and shipping the finest lettuce and carrots from the Salinas Valley. El Centro and the San Joaquin Valley. LET-US-PAK ships all over the United States. Tom Hitchcock is the general manager; Joe Russo and Ron Wesley, sales; Mike Iverson, production and Bud Hitchcock in packaging.</p>	<p>1970</p> <p>BRILL'S GOLDEN COMB 1024 B S. Main St. Salinas, Calif.</p> <p>In 1970 Robert Brill, owner-operator, bought the Golden Comb & named it Brill's Golden Comb, located in the quiet arcade next to Sears. Mr. Brill has recognized a need for specialists in the care & styling of long hair. Sylvia Salas & Rae Atencio (all Spanish speaking) specialize in long hair as well as the latest blower hair cuts. Brill's offers free ear piercing with purchase of 14K gold post earrings, & carries Redken-Lapinal, Vidal Sassoon & RK.</p>	<p>1971</p> <p>HOUSE OF DAVID 262 Main St. "Oldtown" Salinas</p> <p>For the "Natural Look" in high fashion hair styling, hair cutting and blow cuts for men and women, enter the House of David. The rustic decor creates a relaxing atmosphere as natural as the hair style you are having cut. The staff of hair operators—David Angulo, Cindy Halterman, Dee Armstrong and Anna Martinez—are highly skilled professionals responsible for your "natural" experience. Redken & Jhir-mack products are available for your continued hair care. Discover yourself at The House of David.</p>	<p>1971</p> <p>MR. C'S LIQUORS 22754 Portola Drive Toro Park Center Salinas, Ca.</p> <p>Mr. C's Liquors was opened in Toro Park Center in 1971. It is owned and operated by Andrew and Jean Callens. They employ 2 persons who help them in serving the community. Give them a visit during Rodeo Week or stop by anytime for your party needs or perhaps for a gift for someone special. They offer free gift wrapping and local delivery.</p>
<p>1971</p> <p>COASTAL FORD TRACTOR 621 W. Market St. Salinas, Calif.</p> <p>The business is presently located at 621 W. Market Street and has been located there since its beginning. Mr. Francis "Sonny" Rianda manages the business and has 20 employees. Their business is selling and servicing farm-industrial tractors and equipment and New Holland equipment. They also have a branch store in Gilroy at 6440 Chestnut Street to service that area.</p>	<p>1971</p> <p>PETE VONA'S LAWN MOWER SHOP 12 W. Curtis</p> <p>Pete and Valerie Vona opened their place of business on March 1, 1971. The business employs Dan Lujan as it's engine mechanic and can make repairs on all major brands of air cooled engines. In addition to their new power machinery they offer generators, pumps, compressors and chain saws for sale. Stop by and see the wide selection of equipment they have for sale.</p>	<p>1971</p> <p>SEÑOR TACO 1209 S. Main St. Salinas, Ca. 1742 Fremont Seaside, Ca.</p> <p>Señor Taco has full line of Mexican-American food. Mr. Harry Chastain, owner of the Señor Taco in Salinas and in Seaside, employs 40 local students who are always ready to serve you Tacos, Hamburgers, Bean Burritos, Tostadas, Beef Burritos, Refritos, Enchiladas, Señor Taco Combo, and the Super Burritos. The Señor Taco in Salinas is managed by Scott Stuller. Both locations are open from 10 a.m.-1 a.m. Friday and Saturday. Come in and take advantage of our spacious patio or take your food home!</p>	<p>1971</p> <p>NOLA YOST REALTOR 10739 Merritt St. Castroville, Calif.</p> <p>Nola Yost Realtor was founded in 1971 and is operated by Nola and Gene Yost. Nola Yost is a member of the Salinas & Watsonville Boards of Realtors. Their services include free appraisals and the listing and selling of properties. Nola Yost Realtor takes pride in serving the entire State of California.</p>	<p>1971</p> <p>COMFORT CONTROL 541 Brunken Salinas, Calif.</p> <p>Comfort Control was originally started in 1971 on Market St., then after a short time moved to their present location. Raymond Dawes manages the business which has 6 employees working in heating, sheet metal and air conditioning. They have experience so stop in—they can help.</p>	<p>1971</p> <p>DAISY KART FLOWERS Salinas, Calif.</p> <p>Owned and operated by Mary Hanstock, they offer fresh and permanent flowers for all occasions. So whatever your flower needs stop by Daisy Kart Flowers—they can help.</p>	<p>1971</p> <p>COREY PONTIAC AMERICAN 307 Abbott St. Salinas, Calif.</p> <p>Carter Corey became the new owner of Corey Pontiac in March of 1971. Previous to buying the Salinas Pontiac, Mr. Corey was employed by General Motors Corporation in various management capacities in Northern and Central California. Corey Pontiac is equipped to handle all phases of automobile repair and maintenance, sales of new Pontiacs, and a stock of fine used automobiles.</p>	<p>1971</p> <p>McCOWN'S SHELL SERVICE STATION 1001 E. Alisal St. Salinas, Calif.</p> <p>Richard McCown started his business in 1971 and presently runs the station. He has approximately 5 employees to serve the public in Shell gasoline and motor oil, tires, batteries. They are an official smog and lamp station and also do general auto repairs.</p>
<p>1971</p> <p>JIM GATTIS MEN'S WEAR 315 Main Street Salinas, Calif.</p> <p>Owned and operated by Jim Gattis, this men's store stocks a large selection of quality men's apparel for every occasion, specializing in casual wear. Free alterations are offered with every purchase. Jim Gattis employs 20 full and part-time employees. FOR THE LADIES, Lorraine Dickman owns and operates The Gallery at the same location, offering the latest in sportswear and fashion accessories. In addition to the store in Oldtown Salinas, a new JIM GATTIS was opened last fall in the Northridge Shopping Center.</p>	<p>1971</p> <p>G & G MASONRY 757 Saucito Ave. Salinas, Calif. 449-7715</p> <p>G & G Masonry was originally opened by a partnership in 1966 and then about 4 years ago was bought out by George MacDonald which was one of the partners. He has approximately 9 employees working with him in the business. They lay brick, block and stone work—Residential and Commercial.</p>	<p>1971</p> <p>SAK'S KNIT FABRICS 337 Monterey Street Salinas, Calif.</p> <p>Sak's is a unique fabric store featuring classes on knit fabrics. The business is owned and operated by Mae Sakasegawa, who employs 4 people. Mrs. Sakasegawa carries a complete line of beautiful imported and domestic knit fabrics, and will custom fit your pants patterns. Sak's is authorized dealer for "Elna" Sewing Machines.</p>	<p>1971</p> <p>ABBEY CARPET 8621 E. Alisal St. Salinas, Calif.</p> <p>Don Carnes is the owner and manager. Abbey Carpet employs 4 people at the Alisal Street location. Mr. Carnes carries a complete selection of carpeting including such famous names as: Mohawk, Alexander Smith, Firth, Montecello, Trend, Galaxy, Continental, Salem, Monarch, & Barwick. Abbey Carpet recently added vinyl flooring & a complete line of wallpaper.</p>	<p>1972</p> <p>DICK'S TV 912 E. Market St. Salinas, Calif.</p> <p>The business was originally founded in 1972 and just this year has been taken over by a partnership. Their business is the sales, parts and service of major brands of TVs. They also have a TV rental service. For more information call Dick or Jerry.</p>	<p>1972</p> <p>DOTSETH SPECIALTY PARTS 902 E. Market St. Salinas, Calif.</p> <p>Dotseth Specialty Parts is distributors for all major brands of speed equipment. They handle Holly carburetors and much more. Plus they have custom accessories for Corvette, vans, boats and 4 wheel drives. So whatever your needs in the performance field, see Don at Dotseth Specialty Parts.</p>	<p>1972</p> <p>SALINAS KAWASAKI 431 E. Market St. Salinas, Calif.</p> <p>Jim Chisum wheeled into the Salinas business world selling and servicing Kawasaki motorcycles. He also has a complete line of Maicos. Just 2 years ago he moved from West Market to East Market into a new and larger building and has a full line of motorcycles and parts and accessories. So, from mini to super racers see Jim at Salinas Kawasaki.</p>	<p>1972</p> <p>SANTA LUCIA AUTOMOTIVE SERVICE</p> <p>Santa Lucia Automotive Service has been doing business since 1972 at its present location. It is owned and operated by Alfred Migotti. Alfred and his son will promptly help you with your car, truck or tractor repairs.</p>
<p>1972</p> <p>VALLEY TRAVEL CENTRE, INC. 584 El Camino Real North Salinas, Calif.</p> <p>Founded July 4, 1972 by owner-operator Wayne Schmeck, formerly Vice-President of Valley Trailer Sales in Sacramento, Calif. Moved to present 5-plus acre site during expansion in early 1973. Valley Travel Centre presently employs 12 persons, and handles sales, service, storage and repair of all types of recreational vehicles as well as a complete line of trailer parts. The largest RV dealership in Monterey County. Valley sells several major lines of motor homes, travel trailers and campers.</p>	<p>1972</p> <p>BURGESS ALUMINUM PRODUCTS 20 Vista Drive Salinas, Calif.</p> <p>Mr. Bill Burgess has been in the aluminum products business for 36 years. Designing and erecting aluminum exterior home awnings, patio screen rooms and Alcoa aluminum siding. The company warehouse is located on California Street and employs 10 people.</p>	<p>1972</p> <p>HARDY'S SURPLUS 646 E. Alisal St. Salinas, Calif.</p> <p>Originally Jim Pettit started his business in Seaside and called it Seaside Surplus. Then he opened another Seaside branch called Seaside Surplus. He also opened Seaside Surplus Motors where he has Military vehicles, jeeps, etc. In Sept. of 1972 Jim took over Hardy's Surplus. He has a total of about 13 employees. So whatever you need, if Jim doesn't have it, you won't find it.</p>	<p>1972</p> <p>BORGES REALTY 230 North Main St. Salinas, Calif.</p> <p>Boasting new offices at 230 North Main, Borges Realty was originally founded at No. 2 Midtown Lane by Bud Borges in 1972. Associated with Bud Gunter and Lou Modina. Together they serve the community in real estate sales and purchases.</p>	<p>1972</p> <p>TOM'S ALISAL LIQUORS 704 E. Alisal St. & E. Laurel & Nativity Rd. Salinas, Calif.</p> <p>Tom Polyniak is manager and owner of Tom's Alisal Liquors. He has many brands of liquor to offer the public. The house brand is Lloyd & Haig Vodka. Keg beer is available and he also has a fine selection of wines. With a new location in which to better serve his Prunedale residents at 8005 San Miguel Cyn. Rd., 663-4331; Tom's is also located at 704 E. Alisal, 422-7512 or E. Laurel & Nativity Roads, 422-1095 in Salinas.</p>	<p>1973</p> <p>RAYMAR CORPORATION 36 E. Romie Lane 333 Salinas St. Suite 32</p> <p>The corporation was originally established to provide the expertise necessary to bring raw land to complete development stage and ready for the retail market. In 1976, the corporation decided to share their knowledge & experience with the public by opening a professional real estate office. During 1977, the company expanded the property management division into new quarters located in the Civic Center Building.</p>	<p>1973</p> <p>MACKLEY REALTY 600 S. Main St. Suite 3 Salinas, Calif.</p> <p>Mackley Realty opened its doors in Salinas in 1973 and is owned and managed by Chuck & Marilyn Mackley. They have other employees helping in the Real Estate business. If you need to buy or sell, Mackley Realty is for you.</p>	<p>1973</p> <p>POWERS SCAFFOLDING 210 W. Market St. Salinas, Calif.</p> <p>Powers Scaffolding Inc. has been in existence for about 4 years. They deal in sales, service and rentals of scaffolds. From the smallest to the largest they are Monterey County's oldest and largest scaffold erection company. So, stop in or call the men that can help — Powers Scaffolding Inc. 424-2967.</p>
<p>1973</p> <p>MAGNUSON & ASSOCIATES REALTY 333 Salinas St., Salinas, Calif.</p> <p>Founded in February, 1974 by Charles "Chuck" Magnuson the firm employs 5 fulltime real estate professionals and offers a bright, progressive approach to the important business of buying or selling a home or income property. The qualified staff offers the finest service and even a Guaranteed Sales Plan. Magnuson & Associates Realty is an exclusive member of the Inter City Relocation Service. The firm is a member of the Multiple Listing Service and the Salinas Board of Realtors.</p>	<p>1973</p> <p>PACIFIC STEREO 422 Salinas St. Salinas, Calif.</p> <p>Pacific Stereo was founded in Salinas by Thomas Andersen and Charles Haist who have approximately 75 other branch stores throughout the country. The Salinas store is managed by Dennis Reagan and has a bright future. They have approximately 6 employees and serve the public in sales and service of stereo components. Stop in and see their complete selection. The store hours are 9 a.m. to 9 p.m. Monday through Friday, 10 a.m.-6 p.m. Saturday and 12 p.m.-6 p.m. Sunday.</p>	<p>1973</p> <p>GROSCLOSE ELECTRIC 231 Commission St. Salinas, Calif.</p> <p>Owned and operated by Bob and Jeanne Grosclose, the business was purchased in 1973 and the name was changed from Louis Electric. They moved to their present location from 280 Rianda Circle in 1974, due to the City's restructuring of Alisal Street. Grosclose Electric employs an average of 8 electricians and 1 office employee. They specialize in electrical contractor industrial and commercial wiring. Some of their more recent jobs include the Dave Walsh Pressure Cooling Plant and the electrical work in the new Monterey County Jail. State Contractors License No. 284222.</p>	<p>1973</p> <p>JIM MCCARLEY ENTERPRISES 1093 S. Main St. Salinas, Calif.</p> <p>Jim has been in business in Salinas since 1971 and in Oct. of 73 opened his own office. Their business is Real Estate, so if you want to buy or sell a home, stop in today—they can help. Remember "WE NEVER SLEEP"</p>	<p>1973</p> <p>VIP CHRYSLER-PLYMOUTH 333 N. Main St. Salinas, Calif.</p> <p>1973 is when the new VIP started with new people and a new way of doing business. They're the dealer in this area for the Chrysler-Plymouth line plus just this year they have taken on a Great Selection of boats. They have small sail boats up to family boats right on up to the largest of speed and ski boats. What a selection—come on down anytime and select yours. At VIP it's easy to buy.</p>	<p>1973</p> <p>BOB PAUL AUTO REPAIR SPECIALIST 557 Brunken Ave. Salinas, Calif.</p> <p>Bob Paul Auto Repair Specialist was founded in 1973 by Bob Paul and they work on Porsche, Volkswagen, Audi and BMW. Bob currently owns and manages the business and he has 3 employees helping him serve the area in these repairs. He has a class A smog and light license and all the other latest equipment to serve you just a little bit better. Stop in Today.</p>	<p>1973</p> <p>THE CARRIAGE ROOM 616 Northridge Center Salinas, Calif.</p> <p>The Carriage Room was the first cocktail lounge to open in the Northridge Shopping Center. It is owned by George Bernardacci, who has had many years of experience in the cocktail lounge business. George is very proud of The Carriage Room and caters to residents of the Salinas area during the business hours of 10 a.m. to 2 a.m. You are cordially invited to stop in at The Carriage Room for the cocktail of your choice.</p>	<p>1973</p> <p>BARKER REALTY 808 North Main Salinas, Calif.</p> <p>Gordon Barker opened his own real estate office 4 years ago. Having previously worked for 5 years with Salinas Realty, Barker is by no means a newcomer to the Salinas real estate business. A member of the Board of Realtors and of the Multiple Listing Service, Barker Realty is qualified to help buyers and sellers with their every real estate need.</p>
<p>1974</p> <p>SALINAS HEATING & SHEET METAL 322 King St. Salinas, Calif.</p> <p>The business was started by Bill Lelièvre 2 years ago. Bill owns and also manages the business. He has three employees working with him. Their business is heating, sheet metal, air conditioning, gutter work, sales & service. Whatever your needs in this field, Salinas Heating and Sheet Metal can help.</p>	<p>1974</p> <p>BUD BOWDEN REALTOR 366 Main St. Salinas, Calif.</p> <p>Bud Bowden has been in the real estate business for over 11 years and opened his own office 3 years ago. The past year has been one of expansion in both services offered and business locations. Membership was obtained in the National Relocation Service which can help you move anywhere in the country. To help you with any move to the Monterey Peninsula a new office was opened up in Marina. The firm employs 14 sales persons and specializes in all types of real estate.</p>	<p>1974</p> <p>SALINAS PLASTER CRAFTS 1449 N. Main St. Salinas, Calif.</p> <p>Sandy Dinkel and Susan Hogan are partners in this business. The company had its early beginnings in Susan's garage and moved to its present location in the Alvin Square Shopping Center 2 years ago. The store has a full range of supplies needed to make beautiful plaster lamps, planters, wall plaques and figurines for the whole house. A free starter class is offered to help familiarize you with the techniques used in the plaster craft field.</p>	<p>1974</p> <p>KINGS PANTRY 26 W. Alisal Salinas, Calif.</p> <p>The King's Pantry opened in March of 1974 and was originally owned by Bob and Donna Victorino. In November of the same year, Greg and Liz Cacas took over the business with Greg as owner and manager. All of the meals at the King's Pantry are home cooked and reasonably priced. On Friday night, the Special includes a delicious Prime Rib Dinner for \$4.75. Sunday Brunch is served from 10 a.m. to 2 p.m. A nice treat on a sunny day is the Patio dining area. "Come in and try our meals & service—we're sure you'll come in again."</p>	<p>1974</p> <p>VALLEY MOTORS 301 E. Market St. Salinas, Calif.</p> <p>Valley Motors has been serving the Salinas area since 1974 in used automobiles. They have just about any make or model you might be looking for, and at a price you can afford. They're open 7 days a week to serve you. So stop in any time or call 422-5531 or 422-5379.</p>	<p>1974</p> <p>TORO RANCHES INC. P.O. Box 479 Salinas, Calif.</p> <p>Incorporated in September of 1974, Toro Ranches, Inc. has been farming in both the Salinas and San Joaquin Valleys. The primary crops produced are lettuce and celery with many other fruits, vegetables and grain crops on a lesser scale.</p>	<p>1974</p> <p>CENTURY 21 LOOMIS & POWERS 10 Katherine Ave. Salinas, Ca.</p> <p>In 1974 John D. Loomis & John G. Powers incorporated as Loomis & Powers Realtors. Late in the same year, the firm became a member of Century 21 Franchise Real Estate Corp., the largest international Real Estate Corporation in the World with over 3800 offices internationally. In 1975, Loomis & Powers opened a new office in Prunedale, 1011 El Camino Real No. and in June, 1976 moved into the new location at 10 Katherine Ave. A new North Salinas Branch is in planning status to open in mid 1977.</p>	<p>1974</p> <p>COSCO REALTY, INC. 729 South Main St. Salinas, Calif.</p> <p>Frank Cosco opened his real estate firm in March, 1973 and in four years the company has grown to include 14 salespeople and has become one of the most active real estate firms in Salinas. Cosco Real Estate handles homes for sale as well as income and commercial property and real estate exchanges.</p>

WHO'S WHO

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Keep this interesting and chronological listing. These firms have played a vital role in the growth and progress of this area.

<p>1974</p> <p>HOMEOWNERS RENTAL 1057 N. Main St. Salinas, Calif.</p> <p>Located in the Sherwood Gardens Shopping Center. Owned and operated by Brian and Sandra Leonard. Homeowners Rental features the membership plan. At \$12.95 per month it permits members to have anything from Rototillers to Camping Gear any time they need it. Over 350 families are currently members.</p>	<p>1974</p> <p>KELLY SERVICES, INC. 2555 Garden Road Suite 200 Monterey, Calif.</p> <p>Louise Shrader the manager of Kelly Girl, has Julie Hernandez working with her. Together they operate Kelly Girl, the clerical division of Kelly Services, Inc. They place one half of their temporary service personnel in Salinas, supplying secretaries, bookkeepers, file clerks, etc. to business and industry.</p>	<p>1974</p> <p>PORTUONDO REALTY 484 S. Main St. Salinas, Calif.</p> <p>Members of the Salinas Board of Realtors, as well as the Monterey Board, and their Multiple Listing Service, Portuondo Realty is proud to be a part of the ever growing Salinas community. Realtor Rafael Portuondo heads a knowledgeable, and experienced staff, which includes Ralph Portuondo, Bud Simmons, Fred Juarez, Barbara Field, Roy Valenzuela, Harry Stevens, Joe Triano, Arlene Mortensen, Bernice Wilson, and Gloria Portuondo. All Associate Realtors, specially trained to serve all your Real Estate needs.</p>	<p>1974</p> <p>RIMROCK CONSTRUCTION COMPANY 1209 N. Main St. Salinas, Calif.</p> <p>Owner Charles L. Jackson Contractor since 1965 has had heavy commercial experience in the San Jose area — specializing in custom homes and apartment houses. They have a complete staff to assist you including designers and draftsmen.</p>	<p>1974</p> <p>RED NICHOLS DESIGN LOFT 1209 N. Main St. Salinas, Calif.</p> <p>The doors opened in Sept. of 1974 and they cover all types of drafting services. Red has been a resident for the past 36 years. He has been a draftsman for various architects in the area and also Monterey Peninsula for 16 years. They specialize in house plans to fit into your budget.</p>	<p>1974</p> <p>CUSTOM ELECTRIC 557 C Brunken Ave. or P.O. Box 5222 Salinas, Calif.</p> <p>Custom Electric opened their doors in the spring 3 years ago. The business is owned and managed by Bobby W. Pope. They know their business and do excellent work. Being an Electrical Contractor he installs just about anything in the electrical field including Burglar Alarms. So if you need help in this field call Custom Electric.</p>	<p>1974</p> <p>EAST OF EDEN RESTAURANT 327 Pajaro St. Salinas, Calif.</p> <p>Located in the old Salinas Presbyterian Church built 100 years ago, East of Eden Restaurant provides cocktails, a complete menu of excellent cuisine, and entertainment in a charming and historic setting. Opened in January 1974, East of Eden is open for lunch and dinner and is definitely a popular addition to Salinas' dining spots.</p>	<p>1974</p> <p>AGRICARE INC. P.O. Box 568 Salinas, Calif. 758-6171</p> <p>Agricare, Inc., founded on April 1, 1974, is owned and operated by Roger J. Audenino. Agricare services the Salinas Valley, San Juan, Watsonville and the Huron area with the sale and application of agricultural pesticides which include herbicides, insecticides, fungicides and fumigants. The company has 34 employees. Look for Agricare at their new location soon.</p>
<p>1975</p> <p>BILL KENNEDY REAL ESTATE 1274 North Main St. Salinas, Calif.</p> <p>Having worked for 3 years in the Salinas real estate business, Bill Kennedy opened his own real estate office in January, 1975. Business has improved steadily over the past years and Bill Kennedy Real estate has employed Vince Pellerin to assist both buyers and sellers with any real estate need.</p>	<p>1975</p> <p>REGIS HAIRSTYLING 500 Northridge Mall Salinas, Calif.</p> <p>Located in front of Mervyn's in the Northridge Mall, Regis Hairstyling has been open for one year. Marie Diaz, Manager, along with a staff of 15 hairstylists and receptionist, Edith Benny, specialize in precision hair cutting. They also offer the latest in hair coloring methods and scientific permanent waving. Open 7 days a week, Regis Hairstyling carries a complete line of Regis products and cosmetics, in addition to gift certificates.</p>	<p>1975</p> <p>JAY MILLS' AUTO BROKERAGE OF CALIFORNIA 329 & 330 N. Main St. Salinas, Calif.</p> <p>The past year has been one of rapid expansion for Jay Mills, owner of Auto Brokerage of California. A new easier to find location was initially established at 329 N. Main St. In December of 1976 the operation was expanded to the other side of the street. Now since he is on both sides of the street, it doesn't matter if you're coming or going — it's easy to stop in and see his wide selection of automobiles.</p>	<p>1975</p> <p>DEIGHTON & JASON MOBILE HOME BROKERS 137 Abbott St. Salinas, Calif.</p> <p>Deighton & Jason Mobile Home Brokers was founded by Bob Deighton and Tom Jason in 1975. This firm specializes in the sale of used mobile homes. With the cost of conventional housing rising out of sight...Deighton and Jason are offering a true service to the surrounding community. The company is presently expanding its sales staff to better serve its customers.</p>	<p>1975</p> <p>CLOSE CONSTRUCTION 1221 Monroe Street Salinas, Calif.</p> <p>Started in 1975, it is owned by Tom Close who has had construction experience since 1962. He specializes in remodeling construction but his work includes the complete field of residential construction, as well as offering assistance in planning and financing. His preference is quality and customer satisfaction.</p>	<p>1975</p> <p>FUTURE REALTY 31 Winham Salinas, Calif.</p> <p>ATTENTION SALES ASSOCIATES, the future is now for you. Does your present employment offer these benefits?</p> <ol style="list-style-type: none"> 1. Profit Sharing Plan 2. A Computer Assisted Listing Service 3. An Honest & Open Office Environment 4. A Career Development Program <p>Well then, stop in and get acquainted, the future is now happening.</p>	<p>1975</p> <p>OLYMPIC REALTY 150 Cayuga St. Salinas, Calif.</p> <p>Olympic Realty was started in January of 1975 by Marge Bogert. Marge has been in the real estate business for over four years. The firm employs a staff of six and is very proud of its two most recent additions, Laurie Kampa and Ken Slater. Laurie and Ken are both long time residents of Salinas and are eager to help you with your real estate needs.</p>	<p>1975</p> <p>TRI-COUNTY OFFICE COPIERS & DUPLICATORS 12 Clay St. Salinas, Calif.</p> <p>Specializing in all types of office copiers, duplicators and microfilm machines, this family business is owned and operated by Bruce and Carolyn Beagle. They cover the tri-county area and handle such brands as Bell & Howell, Océ, and Copy Rite. Tri-County's motto is sincere personalized service to every customer.</p>
<p>1975</p> <p>THE FAMILY PET SHOP 512 N. Main Salinas, Calif.</p> <p>The Family Pet Shop is operated by Darlene Davis. They carry a complete line of pet supplies including a fish department for your aquarium supplies. Grooming and Boarding are just another of the excellent services offered to their customers. Specializing in registered Siamese Kittens and stud service. Ample parking is provided for their customers convenience.</p>	<p>1975</p> <p>THE SPORT CENTER 325 Main St. Salinas, Calif.</p> <p>The Sport Center was just opened last year by Bob Stewart. Bob has been in the business field in this area for many years and serves the area in Sporting Goods of all types. Headquarters For Sportsmen! They handle the best brands available including Adidas, Johnny Miller, Sam Snead, Weatherby, Browning, Skis by Rossignol, K2, Head plus much more. Whatever your needs—stop in today!</p>	<p>1975</p> <p>AMERICAN REALTY No. 7 Navajo Dr. Salinas, Calif.</p> <p>HOMEOWNERS...Let the Professionals work for you in getting results. Selling your Home. WE GET RESULTS because WE WORK HARDER. If we do not get you results, YOU OWE US NOTHING. REMEMBER! Without U-we could never spell S-CCCESS.</p>	<p>1975</p> <p>NORM YOP REALTOR 23 E. Romie Lane Salinas, Calif.</p> <p>The business was founded last year and is owned and managed by Norm Yop. Norm has been in Real Estate for some time in the Salinas area and knows his way around. Give him a call anytime—He's ready to help.</p>	<p>1975</p> <p>DEAUVILLE REALTY Broker 234 Abbott St. Salinas, Calif.</p> <p>Charles G. Deauville opened the doors to his business in June of 1975. He has many years of experience in Real Estate and welcomes you to call or stop by whether it is to buy or sell your property. 424-7325—office, 422-5498—res.</p>	<p>1975</p> <p>HARVEY'S PRE-OWNED AUTOMOBILES 276 E. Market St. Salinas, Calif.</p> <p>The lot was opened and is presently owned and managed by Clarence Harvey, Jr. Harvey has about 23 years of experience in the automotive field and is now serving the area in Premium Used Cars and Trucks at reasonable prices. Come on in and see the friendly people at Harvey's Pre-Owned Automobiles.</p>	<p>1975</p> <p>WATERBED KINGDOM 334 Monterey St. Salinas, Calif. 422-0109</p> <p>Waterbed Kingdom, founded in January, 1975, is now under new management and has a whole new outlook. They specialize in waterbeds and a complete line of bedroom furniture. With a store in Monterey as well as in Salinas, Waterbed Kingdom offers the largest selection of fine quality waterbeds and accessories in the area. They welcome you to stop in and discover, as more and more people have, the benefits of flotation sleep.</p>	<p>1976</p> <p>BEST REALTY 2 Midtown Lane Salinas, Calif.</p> <p>Four experienced salespeople are ready and qualified to solve all your Real Estate problems at Best Realty: Jim Bergeson, Broker; Alice Wilkinson, Broker; "Hood" Gibson and Bob Vestal. When you list your home with BEST you know they will do their Best!</p>
<p>1976</p> <p>ABCBAWDY & PAINT SHOP 329 N. Main St. Salinas, Calif.</p> <p>ABC Bawdy and Paint Shop was opened in late 1976. The business was immediately successful due largely to the reputation of Johnny Davis. Johnny has been painting in the Salinas area for many years and specializes in custom painting. His pearl luster painting is the best in the area. His work is not the fastest in town...just the best.</p>	<p>1976</p> <p>J & J'S AUTOMOBILES 348 Abbott St. Salinas, Calif.</p> <p>George and Sam Johnson established their business in 1976. They search to find the best cars available within a medium price range. The main goal of their business is to offer the "Most Value for Your Dollar". They don't want all the business...they just want yours.</p>	<p>1976</p> <p>RICKETTS EMPLOYMENT AGENCY 32 E. Alisal St. Salinas, Calif.</p> <p>George Ricketts, founder of Ricketts Employment Agency opened his first business in Madera, California before coming to Salinas. Coletta Stanford manages the Salinas Office. The business is a family run operation which prides itself on reasonable job placement fees. If you are looking for work or just want to change from your present job let the people at Ricketts help you find what you are looking for.</p>	<p>1976</p> <p>YAMAHA OF SALINAS 330 King St. Salinas, Calif.</p> <p>Yamaha has been around many years in the Salinas area and just this last year was taken over by Chris Buckner and Bill McCready. They have the full line of Yamaha's whether it's street, dirt or down right Motocross you want they have the bike for you. PLUS they now have the HUSKY dealership. So if it's a bike you need or service, parts or accessories we have it at YAMAHA OF SALINAS.</p>	<p>1976</p> <p>SCATTINI SEEDS & SALES INC. 735 Vertin Ave. Salinas, Calif.</p> <p>Scattini Seeds & Sales, an ever expanding business, sells seeds to growers throughout the Salinas area, in Santa Maria and in the San Joaquin Valley. Founded in 1976, the company is owned and operated by Steve and Jim Scattini. They carry the many needs of their customers and carry a large variety of seeds including field, vegetable and coated seeds. Their services include recommendations for planting as well as equipment sales and service.</p>	<p>1976</p> <p>D & R RADIO SALES 973 North Main Sherwood Gardens Salinas, Calif.</p> <p>Brand new on June 1, 1976, D & R Radio Sales was opened in Sherwood Gardens Shopping Center to answer the increasing demand for Citizens Band Radio equipment as well as car stereos, in sales, service and installation. Partners in the new venture are Ron, Dale and Rex Gieg.</p>	<p>1976</p> <p>catherine a. bickel REAL ESTATE BROKER 60 W. Alisal St. Suite 11 Salinas, Calif.</p> <p>Better known as Kaye, Catherine opened her own real estate office at the above address in May, 1976. Kaye has been selling real estate in Salinas since September, 1971. 9 1/2 years in banking, including 2 years as an Escrow Officer gives her an excellent background to handle your real estate problems. She believes that "big" does not necessarily mean "better", and takes pride in offering personalized, professional real estate services, tailored to suit your individual needs. 424-3976 or 758-5049.</p>	<p>1976</p> <p>SEVEN CITIES BY THE SEA REAL ESTATE, INC. 19045 Portola Drive Salinas, Calif.</p> <p>While the Seven Cities Salinas Office may be "the new kid on the block," it's by no means new in the business. As a member of the Monterey, Carmel and Salinas Boards of Realtors, Seven Cities will help you meet all your real estate needs. Just call on Connie Cognacci, Marge Noren, Mary Tesoro, Bettie Bullard, or Bill Traficanti for friendly and professional service. Seven Cities wants to be your real estate firm!</p>
<p>1976</p> <p>HEACOCK REALTY 205 John Street Salinas, Calif.</p> <p>Jerry Heacock, Broker, founded Heacock Realty in July 1976. He has been in real estate since 1954. He has had numerous years of experience in land title work, Escrow work and was a loan officer with Great Western Savings and Loan Association for 2 years. Jerry Heacock has a B.S. in Business & Real Estate and a Juris Doctor Degree from Santa Clara School of Law. A recent addition to the office is Mark (Buzz) Ryan who in addition to being a Realtor Associate in Salinas, is a General Building Contractor, building under the name of Ryan Construction.</p>	<p>1976</p> <p>HOME DECORATING CENTER 232 Monterey St. Salinas, Calif.</p> <p>Ronald Tankersley opened the doors of Home Decorating Center on December 1, 1976. The Manager is his son, Carey Tankersley. Working with them are Joyce Tankersley, Linda McCain, and Harvey Pittman. They install carpet & vinyl in residential and commercial businesses and carry a full line of lighting fixtures, from imported crystal to lamps and chandeliers for every room of your home. They sell windows below cost and are currently featuring the new greenhouse windows.</p>	<p>1976</p> <p>BOYD'S DONUT HOUSE 1421 N. Main St. Salinas, Calif.</p> <p>Charles and Joan Boyd, both long time Salinas residents, opened their business in March of 1976 in the Alvin Square Shopping Center. Charles and Joan are not newcomers to the donut business for their previous experience goes back over 4 1/2 years. Being a family owned and operated business, they take a lot of pride in their products. Everything they sell is "Made With Tender Loving Care."</p>	<p>1976</p> <p>NATURES WAY HEALTH FOOD CENTER 1423 N. Main St. Salinas, Calif.</p> <p>Don and Bonnie Payne are the co-owners of the business which is located in the Alvin Square Shopping Center next to the new Alpha Beta store. Don and Bonnie's experience in health and fitness goes back 15 years. People are becoming more conscious about what they eat and the effect it has on their body, so the staff at the store is ready to help answer any questions you might have concerning good nourishment. Natures Way Health Food Center specializes in herbal formulas.</p>	<p>1977</p> <p>ABC GARAGE 330 N. Main St. Salinas, Calif.</p> <p>ABC Garage was started this year by Jay Mills and his son Ted Mills. Examination of the surrounding community revealed that the cost of having your automobile repaired was astronomical. The intention of ABC Garage is to offer professional mechanical repairs at what is probably the most reasonable price in town. Come by for a free estimate on any work you need done on your car.</p>	<p>1977</p> <p>SUNSHINE FURNITURE 233 Monterey St. Salinas, Calif.</p> <p>When Mike Everett, owner and manager of Sunshine Furniture came to Salinas and examined the furniture market he found that no one offered quality furniture at a reasonable price. Sunshine Furniture was established to fill this void — which it has done with great success. The items carried cover a broad range of furniture including TV's, appliances, carpeting and complete home furnishings. Stop in and see the variety of items and savings that are available to you.</p>	<p>1977</p> <p>CHET UPSHAW CARS 286 E. Market St. Salinas, Calif.</p> <p>Chet Upshaw has many years of experience in the used car field and knows what the customer wants in an automobile. He handles only good, reliable, sharp automobiles at reasonable prices. Stop in today. REMEMBER — Low Overhead Means Low Prices at Chet Upshaw Cars.</p>	<p>1977</p> <p>WILLIS REAL ESTATE 60 West Alisal St. Salinas, Calif.</p> <p>Willis Real Estate was opened in January, 1977, and is owned and operated by Donna Willis who has been a member of the Salinas community for over 30 years. Prior to opening her own office, Donna worked in the real estate business for 5 1/2 years. Donna's associate, Gene Tavernetti from the south county, recently joined the firm. A member of the Salinas Board of Realtors and of the Multiple Listing Service, Willis Real Estate can help you with all your real estate needs.</p>
<p>1977</p> <p>THE NUNES COMPANY INC. P.O. Box 673 Salinas, California 758-4682</p> <p>GROWERS OF CALIFORNIA LETTUCE</p>	<p>1977</p> <p>GALLERY OF HOMES 1185 N. Main Salinas, Calif.</p> <p>Gallery of Homes, Inc. was founded in 1949 by a New York Realtor. The oldest real estate franchise in the U.S., The Gallery is an international network of independent, locally owned real estate brokers. Bob & Bonnie Spivey of Carmel and Bob & Leona Firewood of Salinas joined forces in March 1977 & opened Rio Rancho Realty. Gallery of Homes at its present location. Moving out of state? Ask about our Relocation Service with total exposure: National Advertising on TV, Life, The Wall Street Journal, Better Homes and Gardens, etc.</p>	<p>1977</p> <p>STEITZ MOTORS 374 E. Market St. Salinas, Calif.</p> <p>Steitz Motors was founded by Bob Steitz in January of this year. Bob has been selling cars in the Salinas area for many years and over that period of time has built up a strong reputation for treating his customers fairly. Now that he has his own business he is able to handle each of his customers on a personal basis. This one to one contact combined with years of experience enables Bob to find the automobile that is just right for you.</p>	<p>1977</p> <p>FREEDOM RV 1440 Freedom Blvd. Watsonville, Calif.</p> <p>Kenny Sears Gary Canover Sales Mini Motorhomes by Brougham, Travette, Persuader Travel Trailers by Ideal, Wilderness Better trades in Watsonville</p>	<p>1977</p> <p>PETERSEN REALTY 414 Auburn St. Salinas, Calif. 422-8859</p> <p>Petersen Realty is owned by George Petersen, a long-time resident of the Salinas area. In 1960, he moved to Salinas after having farmed in San Juan Bautista for many years. George has since spent 8 years in the produce business and 9 years in the real estate business. His new office just opened on Auburn Street. George is a member of the Salinas Board of Realtors and of the Farm and Land Institute. His office specializes in ranches, homes and investments.</p>	<p>1977</p> <p>ALCO REALTY 141 Auburn Street Salinas, Calif.</p> <p>Al Cormalis has been involved in Salinas Real Estate for 4 1/2 years and has been a resident for the past 12 years. This year he opened his own office at 141 Auburn Street. Mr. Cormalis is always ready to help you with your Real Estate needs and promises effective, personalized service and fast appraisals.</p>	<p>1977</p> <p>TOWN & COUNTRY REAL ESTATE 705 S. Main St. Salinas, Calif.</p> <p>Town & Country Real Estate opened its doors for business on June 1st of this year. Even though it is one of the newest real estate firms in Salinas the staff of four has been working real estate in the Salinas area for many years now. They are Fred Fassio, Bob Mayr, Dale Handley and June Gerber. Come by and visit us at our new office, you will find it has a very pleasant atmosphere to do business in.</p>	<p>1977</p> <p>INSTA-TUNE DYNO TUNE-UP CENTER 1299 N. Main St. Salinas, Calif.</p> <p>This is a brand new business in Salinas that opened in June, 1977. Van O'Brien is the owner and Cliff Long is the manager. Insta-Tune employs 4 people who are tune-up specialists. They offer Dyno Tune-Ups while you wait, guaranteed 6 months/6,000 miles, parts and labor. Never more than \$39.</p>



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